

teenVOGUE

EUPHORIA TAKEOVER

***From Maddy to Cassie's
looks in the finale-
these looks are
TRENDING.. & FAST.***



Euphoria Fashion Fever

Not just taking over the media- but taking over the Fashion Industry?

By Britney Champagne

Euphoria.- not just the trending

HBO television series, but the new vision for the world of fashion. This show is spreading like wildfire and it's not just the plot- it's everything in between especially the fashion. Every episode is filled entirely with new looks unlike ever seen before. The ultimate icons we have to credit are Maddy & Cassie played by Alexa Demie and Sydney Sweeney. Both of these characters kill it in every single episode heel toe. These looks are seen all over TikTok and Instagram and are rapidly trending through brands today. All of these outfits are completely over the top from the garments to the makeup.



"Going into this I knew I was an actress, little did I know I'd be living my childhood dream of being a fashion icon."

-Sydney Sweeney

Target's brand "Wild Fable" has a new line of all Euphoria inspired looks that you can shop in stores and online. This line includes matching sets as you can see in Season 2 of Euphoria, printed pants and jewelry as well as hair accessories.

This HBO television series has much more power in the world of fashion than the producers would have ever thought. "I originally wanted my characters to be different- sticking out from the rest of any other series today. I decided for them to be over the top and I guess this influence has lead teenagers today into the same direction when it comes to fashion," producer Sam Levinson says. Brands are acting quick as new episodes and new looks are released. Are these "Euphoria Looks" fashion fads or are they going to stick around as the show progresses? For the time being Euphoria remains as HBO's "second most watched Television series since 2004" and the number one spot to find today's trends.

Euphoria Staple Pieces

- 1.** Maddy's gold hoops
I mean obviously
- 2.** Cassie's green tracksuit
The perfect simple look
- 3.** Jules eye gems
Finishing touch to any outfit



