



The Evolution of Each Euphoria Character’s Fashion in Season 2

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As arguably one of the most popular shows out right now, the fashion in the Euphoria does not disappoint. It is easy to forget that the characters are supposed to be high school students when they’re donning outfits and makeup looks that look like they were put together by a team of runway stylists. For the female characters of Euphoria, the way that they dress is especially reflective of their character’s journey in the show. As each character’s story progresses going into the new season, so do their outfits.

Maddy

As Euphoria’s resident it girl, Maddy’s style is elevated from season one. I honestly didn’t think it was possible for her to top her iconic purple outfit from the carnival in season one, but she managed to do it in her first appearance in season two. Maddy rocks a cut out bodycon dress with bedazzled sandals for a New Year’s Eve party and establishes another iconic look in the first episode of the new season. In season two, Maddy maintains her put together looks with both her makeup and hair complementing her outfit choices, but contrastingly, her color palate is darker. Even though her outfits remain feminine with tight silhouettes, she wears a lot more darker colors this season which points to her break up with Nate and her process of moving on. If anything, Maddy’s style is more mature this season as she does more natural makeup looks and wears outfits that are more sophisticated.

Cassie

Going into the new season, Cassie’s personal struggles are reflected through her fashion choices. In season one, Cassie’s wardrobe primarily consisted of pastel colors like baby blues and pinks, indicative of her innocent girl next door archetype. While her color palate remains constant in her season two wardrobe, it translates in different ways. We see Cassie wear baggy sweatshirts and hoodies in pastel colors that stay true to her aesthetic but are reflective of her depressive mood. Cassie arguably goes through the most dramatic fashion journey this season as she experiments with new styles in attempt to get the attention of Nate Jacobs. Cassie goes through a range of styles that she tries out for school and even goes as far as to replicate Maddy’s outfit. Cassie’s going through somewhat of an identity crisis and hopefully by the end of the season she will able to establish her own personal aesthetic and be secure in who she is.

Kat

Kat’s role this season hasn’t been very large, but her outfits have shown quite a shift since the first season. Like Maddy, Kat’s outfits have become more mature. She has traded in her bold leather heavy looks for softer outfits. We see Kat wearing a soft cardigan paired with a long flowy skirt, patterned dresses, and brighter colors, like pastel green. Kat’s style is evolving as she tries to evolve herself, especially when it comes to her body issues. Like in season one, her style continues to reflect her journey as she tries to find herself and where she fits into the world as a teenager. Like many high school students, Kat is experimenting with her style, and I anticipate that we will see her outfits continue to evolve as the series progresses.

Lexi

In season two, Lexi’s style was a surprise. Lexi went from being a side character to a fan favorite in season two, which was part due to her new style. The goal was for Lexi to leave her sister Cassie’s shadow, and it was accomplished well. Lexi’s outfits stay consistent with her character, while also showing the evolution of her personal journey. She wears dresses and tops with lace collars, and printed blouses, but trades the soft muted colors from season one for bolder colors like red in her outfits. Even though she does not rock any bold outfits or makeup looks like Maddy or Jules, Lexi’s choice of bold colors in her wardrobe as well red lipstick this season communicates her becoming bolder as a character.

Jules

Jules outfits and season one were loud, bold, and filled with color. In season two, Jules still has pops of color in her outfits, but not as much as before. This season Jules is wearing less revealing outfits and clothes witch a much darker color palate to them, which reveals a lot about where Jules is in terms of her identity with her femininity. In season one, we see Jules embracing her femininity in every way she can from her bright colored clothes, long hair, and feminine pieces like skirts and dresses. However, in this season Jules is wearing a shorter hairstyle, darker clothes, and more baggy silhouettes hinting that she is not trying as hard to be seen as feminine because she is more secure in her identity.

Rue

Rue’s fashion remains pretty consistent this season. Rue is not a character that is notorious for her outfit choices, as she still primarily wears baggy clothing and layers jackets and hoodies over graphic T-shirts. But Rue’s laidback style is still important to her character. As she continues to hide her sobriety status from the people in her life, we see how her actions affect her mental health, and consequently, her outfit choices. Rue’s most important clothing item has to be the notorious burgundy zip up hoodie that belonged to her late father. This jacket made many appearances in season one, and continues to show up in the second season, even as Rue’s character progresses.

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