

i-D *VICE*



FASHION | By Leigh Hunter | 3 March 2022

The Most Intense Season of “Euphoria” Is Over: Let’s Review its Trend-setting Fashions

The cast of Euphoria has influenced upcoming 2022 fashions in the United States. Made possible by the consistency of fast fashion and the shows 16.3 million weekly viewers.

We’ve all seen the iconic “I AM GIA” two-piece set that Maddy wore in season one, then suddenly everyone was strutting in the same set, or even the knock-off version. This season brought even more popular styles into play. Maddy’s infamous slinky two-piece sets returned, her NYE cutout dress and even Kat’s printed tops seem to be all the rage. Fast fashion, while

not being ethical, has made these trends possible, from the runway shows to the people. Let's explore how these trends are being reflected in the high fashion sphere:



On the left is Euphoria's influential interpretation of the two-piece set. On the right, we have Glenn Martens' Milan fashion week futuristic take on the same concept.



Eddy Chen/HBO

Maddy was set for a NYE showdown with her skintight cutout dress, but OFF-WHITE was the true star of the show with multiple looks bearing the fabric underneath.



Loud printed tops seem to be taking a stand, from Cassie's interrogation to the OFF-WHITE showpiece worn by Serena Williams.

Euphoria's toxicity and a highlight of addiction, friendships, and relationships are the focal points of the series. However, season two brought a lot of great looks with it.

VICE media group

f t y u i

- ☰ The best albums of 2022 so far
- ☰ Dior just got a high-tech makeover for AW22
- ☰ Saint Laurent was softer, sexier and (faux) furrier than ever

Watch more from i-D

▶

LEGAL STORE CONTACT ABOUT US VICE MEDIA PRIVACY POLICY TERMS DO NOT SELL MY INFO

© 2022 I-D MAGAZINE

