

Trendsetter

‘EUPHORIA’ BRINGS BRIGHT COLORED INFLUENCE

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Vivid makeup looks, a star-studded cast and years of anticipation — Season 3 of the ever-famous HBO drama series “Euphoria” is almost here. The show is no stranger to boosting trends and creating new ones.

Welcome back to “Trendsetter,” where I take a deep dive into pop culture’s most recent trends. Similar to last issue’s topics, some quarantine era trends are recircling, mainly those pertaining to a particular series that was popular at the time.

Jewels, glitter, colored eyeliner and giant lashes — all aspects of a signature “Euphoria” makeup look. However, it is rumored that this season’s looks will be more “refined” and “toned down,” said Donni Davy, the show’s makeup artist, according to a 2025 X post by Pop Base. This hasn’t stopped influencers and celebrities from showing off their own intricate designs, though.

Social media users, like @tyra.mua and @malinafaye on Instagram each posted dramatic “Euphoria” inspired makeup looks that went viral, hinting at a resurgence of a similar trend from the early 2020s. Party makeup has increasingly veered away from the simple “clean girl” aesthetic, which will probably only be amplified after the new season arrives. Maybe “Euphoria” themed parties will also make their way back to college campuses and the lives of young people.

When thinking about the eye-catching makeup looks inspired by those worn by “Euphoria” characters like Jules and Maddy, one popular celebrity comes to mind: Zara Larsson. Unlike many of her peers, Larsson does not wear natural or even vintage-inspired makeup but goes for the opposite of a “less is more approach.”

Larsson’s makeup artist, Sophia Sinot, has almost trademarked bold, bright colors. Larsson typically wears warm-toned, tropical inspired looks that match the themes of her “Midnight Sun Tour” but has recently begun to switch things up a bit. There is no denying Sinot’s Lisa Frank inspiration for Larsson’s looks, but I wonder if a recent emphasis on gems and jewels being used in Larsson’s eye looks has any correlation to the new season of “Euphoria” premiering in less than a week.

Regardless of where her inspiration comes from, the combination of the presence of

“Euphoria” makeup (even if “toned down”) and Larsson’s blue eyeliner and bedazzled face are enough to say that the “clean girl” look may truly be on its way out for spring and summer 2026.

Makeup is not the only thing being influenced by the iconic show; memes are also circulating, both with clips from the trailers of the new season and scenes that are years old. Not surprisingly, many of these jokes come from Nate Jacobs, who is played by Jacob Elordi, or from Cassie, played by Sydney Sweeney. People have always poked fun at the extremist nature of the show, both in terms of plot and outfit choices, but recently, users are using the characters to satirically reveal information about their own lives.

Although it is unclear if audiences will enjoy the new season of “Euphoria,” as many fans speculate the worst, the series has already begun to influence pop culture and trends even before releasing its first season in four years. If the show is not your thing, you may want to close your eyes when you scroll on social media for the next few weeks, because it is likely that feeds will soon be

flooded by Rue, Jules and the rest of their chaotic crew.



Makeup artist Sophia Sinot’s signature makeup look for Zara Larsson’s Miami show. Larsson’s classic look has face glitter, gems and layers of warm blush which is heavily reminiscent of the “Euphoria” makeup look.

PHOTO COURTESY OF @SOPHIASINOT ON INSTAGRAM