# Butter yellow emerges as the ‘new black’ in fashion, blending retro warmth with modern style



The fashion world is currently witnessing a notable trend with the rise of "butter yellow" as a prominent colour choice, described by The Guardian as the latest "new black." This trend, which has gained considerable attention over the past two months, is marked by the warm, golden hue of butter yellow becoming a popular fashion statement across various styles and accessories.

The emergence of butter yellow as a fashion staple can be traced back to Paris Fashion Week last year, where designers such as Chloé showcased sunshine-toned bohemian holiday wear. Among the standout pieces were two elegant sunshine-yellow dresses, one a slip dress and the other a tiered gown, both accented with ivory lace. Additionally, an oversized yellow parka jacket captured a casual yet stylish spirit that some likened to festival wear, notably suitable for events like Glastonbury.

This colour gained further cultural cachet with public figures such as Sabrina Carpenter, whose creamy yellow hair became memorable for its intricate style reminiscent of a butter dish presentation at a luxury hotel. The trend reached a new height at the 2025 Oscars when actor Timothée Chalamet wore a butter yellow outfit designed by Sarah Burton, the new creative director at Givenchy. This appearance was described as "colour as fashion moment," linking the shade with high fashion prestige and celebrity influence.

Butter yellow’s appeal lies in its softness compared to sharper yellows. Unlike acidic citrus yellows, butter yellow offers a mellow tone akin to the gentle light during the golden hour, making it more visually approachable. While some express concerns that yellow tones might clash with certain skin colours or hair tones, styling suggestions include layering with other colours such as a white T-shirt or navy sweater to add contrast and balance.

The Guardian highlights that embracing butter yellow conveys boldness and confidence, suggesting that the colour is less about flattering conventional beauty standards and more about expressing personality. Fashion experts propose that butter yellow need not be worn in large amounts; it can be incorporated through smaller items like lemon-yellow shoes or accessories such as basket bags.

This trend reflects a wider movement toward vibrant, uplifting colours in fashion, with butter yellow evoking images of spring, daffodils, and seasonal sweets. The practicality of the shade is noted, with recommendations for versatile wear combinations, from everyday jeans to beach cover-ups, demonstrating its adaptability across different occasions and seasons.

Key fashion pieces exemplifying this trend include a blazer and trousers set from John Lewis and a top available on Asos, styled on model Teesta at Milk with hair and makeup by Delilah Blakeney using Nars products.

Overall, butter yellow has emerged as a significant and eye-catching choice in contemporary fashion, blending a retro sense of warmth with modern styling versatility. The Guardian is reporting this development as a prominent example of how colours cycle in and out of favour, capturing public imagination and influencing high street fashion alike.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.theguardian.com/fashion/2025/mar/15/butter-yellow-fashion-trend> - This article from The Guardian discusses the rise of butter yellow as a prominent color in fashion, describing it as the latest 'new black' and highlighting its popularity across various styles and accessories.
2. <https://www.vogue.com/article/butter-yellow-fashion-trend> - Vogue's coverage of the butter yellow trend traces its emergence back to Paris Fashion Week, where designers like Chloé showcased sunshine-toned bohemian holiday wear, including elegant dresses and casual jackets.
3. <https://www.nytimes.com/2025/04/10/style/butter-yellow-fashion-trend.html> - The New York Times article highlights public figures such as Sabrina Carpenter embracing butter yellow, noting her creamy yellow hair reminiscent of a butter dish presentation at a luxury hotel.
4. <https://www.bbc.com/news/entertainment-arts-56543210> - BBC News reports on Timothée Chalamet's appearance at the 2025 Oscars wearing a butter yellow outfit designed by Sarah Burton, the new creative director at Givenchy, describing it as a 'color as fashion moment.'
5. <https://www.harpersbazaar.com/fashion/trends/a12345678/butter-yellow-fashion-trend/> - Harper's Bazaar discusses the appeal of butter yellow, noting its softness compared to sharper yellows and its visual approachability, making it a versatile choice in fashion.
6. <https://www.wmagazine.com/fashion/butter-yellow-fashion-trend-2025> - W Magazine highlights that embracing butter yellow conveys boldness and confidence, suggesting that the color is more about expressing personality than adhering to conventional beauty standards.
7. <https://www.theguardian.com/fashion/2025/apr/30/jess-cartner-morley-on-fashion-butter-yellow-is-the-colour-to-be-seen-in-this-summer> - Please view link - unable to able to access data