# Millennial green overtakes beige as the new defining colour of a generation



For over a decade, beige has been the defining colour of millennial aesthetics, permeating minimalist interiors, children’s clothing, and various lifestyle choices. However, a new trend is emerging that appears to be challenging beige’s dominance: millennial green. Shades including sage, olive, and moss are increasingly visible on walls and wardrobes, taking centre stage in contemporary interior design and fashion.

Millennial green is typically described as a sage or forest green, falling within the earth-tone family known for its natural, calming qualities. The appeal of these greens lies in their versatility: they are neutral enough to lend a clean and curated look, yet introduce a distinct alternative to beige’s perceived blandness or overuse.

This colour trend seems partly driven by practical circumstances and a desire for aesthetic evolution. A TikTok user known as @captainlilo explained the trend’s origins as stemming from economic constraints faced by many millennials. She said, “We all moved into places that had that ugly, grey laminate flooring and we can’t afford to redo the floors, but we’re bringing in all our warm-toned furniture. And you know what a good, easy, transitional colour to marry those two is? Sage green.” Her video resonated widely, with commenters affirming this perspective and expressing a communal yearning for a return to natural, forest-inspired hues.

Some social media participants linked the popularity of these greens to psychological and emotional needs. “I reckon it’s because we’re all anxious as f\*\*\* and sage green is calming,” one user commented. Another added, “It’s a calm colour. We crave calm.” These reflections align with the increased interest in colours that promote serenity, particularly highlighted during periods of stress or uncertainty.

The rise of millennial green also coincided with the COVID-19 pandemic’s height, when many people found themselves confined indoors. According to an article referenced by the Daily Mail, design firms and colour institutions hailed muted greens like sage and forest green as the “it” colours of the period, appreciating their calming and serene qualities amid turbulent times. The effects of this shift in taste have continued beyond the pandemic, with even brighter green tones such as chartreuse entering public consciousness and fashion statements.

Interestingly, while millennials have embraced this green shift, some members of Generation Z have been critical, dismissing it as overdone or “cringe.” This generational divide has been reflected on social media platforms such as TikTok, where younger users poke fun at the trend. In response, some millennials have humourously acknowledged their part in popularising the colour, with one user posting about their green furniture, saying, “You add some colour to your sad beige house only to find out millennial green is the new sad beige.” Another sought advice about their green bed frame, asking, “Just bought my dream bed only to have a bunch of people tell me it’s millennial green. Please help. Is this ugly?”

Despite the critiques, many commentators support the use of green tones in living spaces, emphasising the timelessness of earth colours. Comments on social media include affirmations like “Olive green has been loved forever,” and “Earth tones will never be out of style.” Others encouraged personal expression in home decoration, with one user stating, “Respectfully, everything is going to come in and out of ‘style’; decorate your home the way that makes YOU happy.”

The evolving preference from beige to green reflects broader trends in design and lifestyle that balance practicality, aesthetic appeal, and emotional resonance. Whether millennial green will sustain its ascendancy or give way to the next colour trend remains to be seen, but it currently represents a prominent shift in contemporary tastes and generational identities. The Daily Mail is reporting on this ongoing colour evolution, providing insights into the social and cultural dynamics behind the shades that shape our environments.

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

## References

* <https://www.livingetc.com/advice/70s-color-palettes> - This article discusses the resurgence of 1970s color palettes, including earthy tones like olive and avocado greens, in modern interior design, aligning with the trend of millennial green.
* <https://www.homesandgardens.com/celebrity-style/martha-stewart-gray-green-kitchen-cabinet-color> - Martha Stewart's use of a gray-green kitchen cabinet color is highlighted as a stylish comeback, reflecting the growing popularity of green tones in contemporary design.
* <https://www.livingetc.com/advice/avocado-bathrooms> - The revival of avocado green in bathrooms is explored, showcasing the broader return of green hues in interior design.
* <https://www.homesandgardens.com/celebrity-style/chrissy-teigen-pistachio-green-sofa-trend> - Chrissy Teigen's pistachio green sofa is highlighted as a trendsetting piece, exemplifying the rise of green tones in home decor.
* <https://cindyhattersleydesign.com/is-green-having-a-moment-in-fashion-and-design/> - This article examines the prominence of green in both fashion and interior design, emphasizing its versatility and calming qualities.
* <https://www.housebeautiful.com/shopping/g60331188/martini-olive-green-color-trend/> - The article discusses the popularity of martini olive green in home decor, reflecting the trend of incorporating green hues into interiors.
* <https://www.dailymail.co.uk/femail/article-14665173/millennials-attacked-gen-z-color-obsession-sad-beige.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data