# Princess Catherine pioneers sustainable royal fashion with iconic butter yellow looks



Catherine, Princess of Wales, has once again captured the public's attention with her fashion choices, embodying a modern take on royal style that prioritises sustainability while staying chic. Known for her preference for repeating outfits, Kate's approach not only reflects her commitment to eco-conscious fashion but also keeps the focus firmly on the events she supports. By reworking older pieces, she sidesteps the frenzy often associated with new trends, favouring a polished look that resonates with both tradition and contemporary sensibilities.

Kate's affinity for the butter yellow trend, which has become the colour of the season, showcases her fashion-forward mindset. Earlier this year, she turned heads in a stunning butter yellow ensemble during a royal garden party, a nod to a look she first adopted as far back as 2012 when she wore an Alexander McQueen coat dress for the Order of the Thistle Service in Edinburgh. This particular outfit was notable not only for its eye-catching hue but also for its above-the-knee hemline, a bold departure from traditional royal attire at the time.

The Princess's dedication to sustainable fashion truly sets her apart within royal circles. She frequently rewears and modifies her outfits, such as her recent alterations to an Alexander McQueen gown for the 2023 BAFTAs. This commitment extends beyond mere repetition; it serves as an inspiring practice for others who seek to make environmentally-conscious fashion choices. In doing so, she highlights the importance of reusing and upcycling, a message that resonates with an increasingly eco-aware public.

Kate’s sister-in-law, Meghan Markle, has similarly embraced this trend, sporting a butter yellow Ralph Lauren suit that emphasises the colour’s versatility, affirming that it is now considered the new neutral. This interconnection between the two women demonstrates a shared understanding of modern royal fashion that transcends the traditional boundaries often associated with such roles.

Overall, while members of the royal family have long understood the value of recycling outfits—something Queen Elizabeth and Princess Diana were noted for—Kate's approach reflects a more contemporary urgency. By integrating sustainable practices into her wardrobe, she not only redefines what royal fashion can be but also inspires a generation eager to fuse style with responsibility. Her choices remind us that enduring elegance can coexist with a commitment to environmental sustainability, making her an influential figure in both fashion and ecological discourse.

### Reference Map

1. Paragraph 1: [[1]](https://www.women.com/1865420/kate-middleton-butter-yellow-trend-royal-garden-party/), [[3]](https://www.hellomagazine.com/fashion/royal-style/512276-kate-middleton-most-memorable-recycled-fashion-looks/), [[4]](https://www.hellomagazine.com/fashion/royal-style/489995-kate-middleton-sustainable-fashion-revolution/)
2. Paragraph 2: [[2]](https://www.hellomagazine.com/fashion/royal-style/828915-kate-middleton-mini-dress-butter-yellow/), [[5]](https://www.hellomagazine.com/fashion/royal-style/828915-kate-middleton-mini-dress-butter-yellow/)
3. Paragraph 3: [[3]](https://www.hellomagazine.com/fashion/royal-style/512276-kate-middleton-most-memorable-recycled-fashion-looks/), [[4]](https://www.hellomagazine.com/fashion/royal-style/489995-kate-middleton-sustainable-fashion-revolution/), [[6]](https://www.hellomagazine.com/fashion/royal-style/512276-kate-middleton-most-memorable-recycled-fashion-looks/)
4. Paragraph 4: [[1]](https://www.women.com/1865420/kate-middleton-butter-yellow-trend-royal-garden-party/), [[3]](https://www.hellomagazine.com/fashion/royal-style/512276-kate-middleton-most-memorable-recycled-fashion-looks/)
5. Paragraph 5: [[1]](https://www.women.com/1865420/kate-middleton-butter-yellow-trend-royal-garden-party/), [[4]](https://www.hellomagazine.com/fashion/royal-style/489995-kate-middleton-sustainable-fashion-revolution/), [[7]](https://www.hellomagazine.com/fashion/royal-style/489995-kate-middleton-sustainable-fashion-revolution/)

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## Bibliography

1. <https://www.women.com/1865420/kate-middleton-butter-yellow-trend-royal-garden-party/> - Please view link - unable to able to access data
2. <https://www.hellomagazine.com/fashion/royal-style/828915-kate-middleton-mini-dress-butter-yellow/> - In 2012, Catherine, Duchess of Cambridge, attended the Order of the Thistle Service in Edinburgh wearing a butter yellow coat dress by Alexander McQueen. The dress featured a hemline above the knee, which was considered unconventional for royal attire at the time. This early adoption of the butter yellow trend highlights Kate's fashion-forward approach and her willingness to embrace contemporary styles within royal fashion norms.
3. <https://www.hellomagazine.com/fashion/royal-style/512276-kate-middleton-most-memorable-recycled-fashion-looks/> - Kate Middleton is renowned for her commitment to sustainable fashion, often rewearing and upcycling her outfits. Notable examples include modifying an Alexander McQueen gown for the 2023 BAFTAs and reusing a pink Jenny Packham dress for multiple events. This practice not only promotes environmental sustainability but also sets a positive example for fashion-conscious individuals worldwide.
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