



Color Coverage: Hunter Green

Make Everyone Green With Envy in This "It" Color

By [Mary Avant](#), Contributor
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Stepping out in hunter green will keep all eyes on you. (photo: Michael Buckner/Getty Images Entertainment/Getty Images)

When you wake up in the morning, one of the first things you may ask yourself is, "What should I wear today?" For most of us, color plays a huge role in this decision.

Just as there are trends when it comes to the brand, style, cut and fabric of our clothes, there are trends in color, too. Recently, hunter green has stormed runways and closets alike, and right now is the time for you to get in on this "it" color.

If styled correctly, anyone can pull off a 'now' color.

— Stacy Garcia, chairholder, Color Marketing Group

Hunter Green in the Spotlight



Hunter green military jackets stormed the runways for fall 2011 collections. (photo: Stefan Gosatti/Getty Images Entertainment/Getty Images)

With dozens of shades of green available, it can be hard to tell just what hunter green is. But because this color is so aptly named for the shade that hunters once wore when they were out in the fields, there's an easy way to spot it: Simply look for the darker green in a hunter's camouflage.

Of course, you can get more specific with it. "Hunter green is just a richer version of olive [green], with a touch of blue to it," said Sarah Hansen, designer and chief production manager of [Shabby Apple](#), an online dress boutique. "Olive has been a big color before, but ... it is slowly becoming less popular, and a color has to come up to replace it.

“Thus, hunter green has stepped into the picture,” she explained.

Another reason this shade has popped up on the fashion radar is the struggling economy, said Stacy Garcia, chairholder of Color Marketing Group, an international association for color design professionals.

Neutral colors such as gray and, yes, hunter green are just what consumers crave,

Garcia said.

“People are interested in making conservative investments, and these calm neutrals provide a safe bet for purchases, as they are a neutral backdrop for when brighter colors begin to emerge in the future,” Garcia explained.

Given the difficult economic climate, consumers also want something that makes them feel secure, said Lindsay Brooke Weiss, editorial and merchandising director for Sense of Fashion, an online fashion marketplace.

“Wearing hunter green symbolizes wealth and prosperity – what’s on all of our wish lists,” she said.

Though this color was wildly popular in the mid '90s, paired with shades such as burgundy and gold, it’s undergone a change to make it more modern.

“This dark, earthy green is definitely back in the spotlight with a more yellow tone than it had in the past,” Garcia said.

“It has shown up on the runway on everything from ball gowns to military-inspired jackets for fall 2011,” she said. “The look on the runway is more monochromatic, with hunter green as the focus.”

Hunter Green at Home

Hunter green isn't just for the runway or the closet.

“Trends have the capacity to extend beyond their original product,” said Stacy Garcia, a chairholder of Color Marketing Group, an association for design professionals. “While hunter green may be an of-the-moment fashion color, we’ll be seeing the color reverberated through home products and interiors for a while to come.”

If you’re looking to redecorate your home or office, hunter green could be part of the perfect color palette, said Christopher Grubb, president of Arch-Interiors Design Group in Beverly Hills, California.

With its timeless quality, hunter green is calming and appealing to the eye and is gender-neutral, making it perfect for any room in the house.

Paint an entire room in this tone, and spice it up with white or stained moldings and trims, or use it only as an accent on one or two feature walls, Grubb suggested.

Can You Handle Hunter Green?



Hunter green makes every skin tone look gorgeous. (photo: Frederic M. Brown/Getty Images Entertainment/Getty Images)

One of the best parts about hunter green being a neutral shade is that it looks amazing on practically everyone.

Hunter green interiors look great paired with wood furniture or deep golds, rich blues and even soft purples. Just steer clear of matching it with red – unless it's Christmas time, of course!

"I've seen pale, freckle-skinned models with strawberry blond hair wear the color along with dark-skinned brunettes," Weiss said. "It's a neutral color, yet still has pizzazz."

This versatility means that everyone from blondes to brunettes with light complexions to dark – and all looks in between – can rock this trend whenever they please.

But just because it looks great on you, does that mean you can handle this of-the-moment color?

"Since this color is on the way in, the gal who goes for it is very fashion-forward and – dare I say? – a risk taker," Hansen said. "She would be very much the fashionista."

Ladies who don hunter green tend to be classic, traditional and functional but also hip and modern, Garcia said.

But that's not all.

"She's taking more of a risk than wearing just black, but [she] also is a smart lady because she probably knows she can pair her hunter green with most items in her closet," Weiss said. "She knows how to save money."

Whether you feel like an always-up-to-date fashion lover or just someone who jumps on the occasional trend bandwagon, wear this look with confidence.

"I firmly believe you look good when you feel good," Garcia said. "And if styled correctly, anyone can pull off a 'now' color."

Be a Green Queen



Try pairing hunter green with a lighter shade of green for a bold statement. (photo: Vittorio Zunino Celotto/Getty Images Entertainment/Getty Images)

So just how should this look be styled?

"Hunter green looks best paired with nudes, neutrals, neons, jewel tones and pastels," Weiss advised. "Really, all colors!"

That's true as long as the other colors aren't too dark, Hansen said. "It would even look awesome in a tone-on-tone option, with, say, a sea foam green," she suggested.

Weiss' best tip is to pair this shade with colors that have different saturations, like a punchier, bold color or a lighter pastel.

"The trickiest part is to make sure to pick tones that pop against the intense color," Hansen said.

"Since it is dark but also simultaneously vibrant, you want to pick bold, bright colors or softer neutrals.

"Don't be afraid to mix it up and try something totally outrageous!" she advised.

Although hunter green looks good on everything from evening dresses to lazy-day outfits, Weiss suggested that you invest in a few key pieces.

“Purchase a hunter green military coat for fall that you can wear with a tank or layered with a sweater underneath as it gets colder,” she said.

Another must-have piece that can take you from day to night: cargoes.

“Pair [them] with heels, a tank and a chunky statement necklace and you’re ready for night,” Weiss said. “Cuff up cargoes and wear [them] with flats and a striped T-shirt, and you’re perfectly appropriate for day.”

http://www.ehow.com/feature_12059902_color-coverage-hunter-green.html