

Greta Lee's Press Tour: A Masterclass in New York Fashion

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Greta Lee's press tour has been a testament to her impeccable style and the vibrant fashion scene of New York. Promoting her roles in *Tron: Ares* and *Late Fame*, Lee has captivated audiences with a series of striking fashion choices. Collaborating with stylist Danielle Goldberg, she has featured innovative looks by emerging New York-based designers.

New York-Inspired Debut

Lee kicked off her promotional tour in New York, wearing a standout outfit from Nicholas Aburn's debut collection for Area. The ensemble featured a turtleneck with built-in underwires, paired with a skirt constructed from vintage New York-themed t-shirts. This look paid homage to the city's iconic style.

Electric Violet in Paris

In Paris, Lee turned heads wearing a vivid electric violet-cobalt blue suit from Raúl Lopez's Luar spring 2026 collection. She paired the suit with futuristic sunglasses, nodding to her role in *Tron: Ares*. The bold color choice signaled a shift from the previous season's butter yellow trend to a more vibrant hue.

Goddess Slip in New York

Back in New York, Lee donned a stunning electric indigo goddess slip dress by Colleen Allen, an IYKYK designer nominated for Emerging Designer of the Year at the 2026 CFDA Awards. The delicate dress showcased Lee's versatility and the rising talent within the New York fashion scene.

A Celebration of New York Fashion

Lee's fashion choices reinforce that New York remains a vibrant hub of innovative style, spotlighting rising designers who are shaping the future of fashion. Her press tour has been a masterclass in showcasing the best of New York fashion, blending bold choices with emerging talent.

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