

Ariana Grande Ditches “Bronde” for a Rich Chocolate Brown

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Pop sensation Ariana Grande is switching up her signature look. She recently shared a mirror selfie revealing a sleek, chocolate-brown hair colour.

Until now, Grande has favoured lighter “bronde” tones. But this change signals a shift — perhaps aligned with the press tour for her upcoming film *Wicked: For Good*.

The Transformation Unveiled

The post shows Grande with glossy, deep brown locks styled straight and parted down the middle. The colour was achieved by London-based colourist Francesco De Chiara and hairstylist Alyx Liu.

In her caption, she referenced her former role as Glinda with the line: “It’s good to see me, isn’t it?” followed by a bubbles emoji.

A Look Through Time: From Red to Silver to Brown

Grande’s hair journey has been bold. She first became known for her neon red during her TV days, then experimented with a silvery sheen in her *Sweetener* era.

More recently, back in April, she moved into a “bronde” tone — a blended brown-blonde mix.

Now she’s returned to a deep, classic brown — possibly embracing a more mature or grounded aesthetic.

Why the Change Matters

Hair colour can signal more than just fashion — it often marks a personal or professional transition.

In Grande’s case:

- The transformation aligns with the press tour for *Wicked: For Good*, which may call for a different public image.
- A rich brown tone often conveys a grown-up, sophisticated vibe — perhaps reflecting how she sees this next chapter.
- After years of high-maintenance blondes and silvers, returning to brown could mean less upkeep and more authenticity.

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