

Apply to the Best Workplaces for Innovators Awards Before It's Too Late!



SUBSCRIBE

ADVERTISEMENT

09-09-2024 | PREMIUM

## It's not your imagination. Donald Trump is less orange

To look more presidential, former President Trump is toning down the 'tan.'

SHARE



[Illustration: FC]

BY MARK WILSON

Trump's **unmistakable look** is born from a kit of parts: His swooping hair. His red tie and blue suit. His frequent **MAGA hat**. But one quirk stands out above the rest. It's a distraction at best, and a punchline at worst.

His unnaturally orange hue.

His skin has been various shades of orange since at least *The Apprentice*, peaking in its saturation in 2020. But has anyone else noticed . . . he's been less orange lately? From his 2023 Town Hall on CNN to his 2024 debate with Biden to the assassination attempt in Pennsylvania, Trump's skin has never looked more natural.

7 6 5 4 3 2 1

**SUBSCRIBE TO SEE THE REST.**Already Subscribed? Login.**GET UNLIMITED ACCESS  
TO FAST COMPANY**

Enjoy the latest trends from the world-leading progressive business media brand just \$1

JOIN FOR \$1

---

#### ABOUT THE AUTHOR

Mark Wilson is the Global Design Editor at Fast Company, who covers the entirety of design's impact on culture and business.. An authority in product design, UX, AI, experience design, retail, food, and branding, he has reported landmark features on companies ranging from [Nike](#) to [Google](#) to [MSCHF](#) to [Canva](#) to [Samsung](#) to [Snap](#) to [IDEO](#) to [Target](#), while profiling design luminaries including [Tyler the Creator](#), [Jony Ive](#), and [Salehe Bembury](#) [More](#)

---

#### EXPLORE TOPICS

DONALD TRUMP

KAMALA HARRIS

PRESIDENTIAL RACE







**DESIGN ↓**

---

**WORK LIFE ↓**

---

**TECHNOLOGY ↓**

---

IMPACT ↓

---


NEWS ↓

---

LISTS ↓

---



Fast Company & Inc © 2025 Mansueto Ventures, LLC 

[Advertise](#) [Careers](#) [Subscribe](#) [Privacy Policy](#) [Do Not Sell My Personal Information](#) [Notice of Collection](#) [Permissions](#)

[Help Center](#) [About Us](#) [Sitemap](#)

  Fastcompany.com adheres to NewsGuard’s nine standards of credibility and transparency. [Learn More](#)