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WEEKLY  
**Life & Style**



## New Color Trend: Kylie Jenner and Rumer Willis Sport Bright Hair Colors

It looks like celebrities these days have been inspired to brighten up their hair color – now that spring has officially sprung.

Rumer Willis, Demi Moore’s daughter, stepped out of Andy LeCompte Salon in West Hollywood on Thursday with a bright pink ‘do.

“Jem ain’t got nothin on me #pinkhairdontcare thank you to @majormoonn for kicking ass today,” Rumer tweeted.

Another star who visited the famed hair salon? Kylie Jenner! Two days prior to Rumer’s visit, the Keeping Up with the Kardashians star was seen exiting the salon with bright blue/green highlights—an even bolder look than what she sported before.

Daniel Moon, the colorist who worked on Kylie for the first time, believes “punk is the new pretty and pretty is the new punk.”

Moon created a “custom green and blue palette[Kylie liked using **PRAVANA VIVIDS** hair color.” In an interview with E!, Moon explained the look is not permanent: “These colors last anywhere from 2 to 4 weeks, which allows clients to experiment more.”

So that means we’ll be seeing Kylie change up her hair again sooner than later—and hopefully some more stars who will follow suit on the new bright trend.