And the winner is…

:host
```
:host {
    background: hot-pink;
}


:host([fun]) {
    background: purple;
}
```

the-card 🏆
```
the-card {
    background: goldenrod;
}


the-card[fun] {
    background: gray;
}
```

Custom properties

Pierce the shadow DOM.

```css
#wrapper {
  background-color: var(
    --the-card-button-background-color,
    hotpink
  );
  color: var(
    --the-card-button-text-color,
    #fff
  );
}
```