

Trends



Intentional Clashing



Setting the scene Intentional Clashing

Enter, the “weird girl aesthetic”. An extension of last week's exploration into maximalism, this trend is all about intentional clashing, mixing patterns and prints and embracing non-traditional looks.

From the big red boot to the cookie bag, fashion is ~extra~ bold these days and dressing ‘unconventionally’ has become a fashion flex.

This week, we analyze the shift towards the “weird girl” aesthetic and why unleashing your inner kookiness is making rounds on and offline.



‘Weird Girl Aesthetic’ is nothing new, but continuing to gain traction

Since Spring 2022, the "weird girl aesthetic" has been gaining traction on TikTok. This trend is based on self-expression and a rejection of categorization, characterized by its extravagance, vibrancy and sense of liberation.

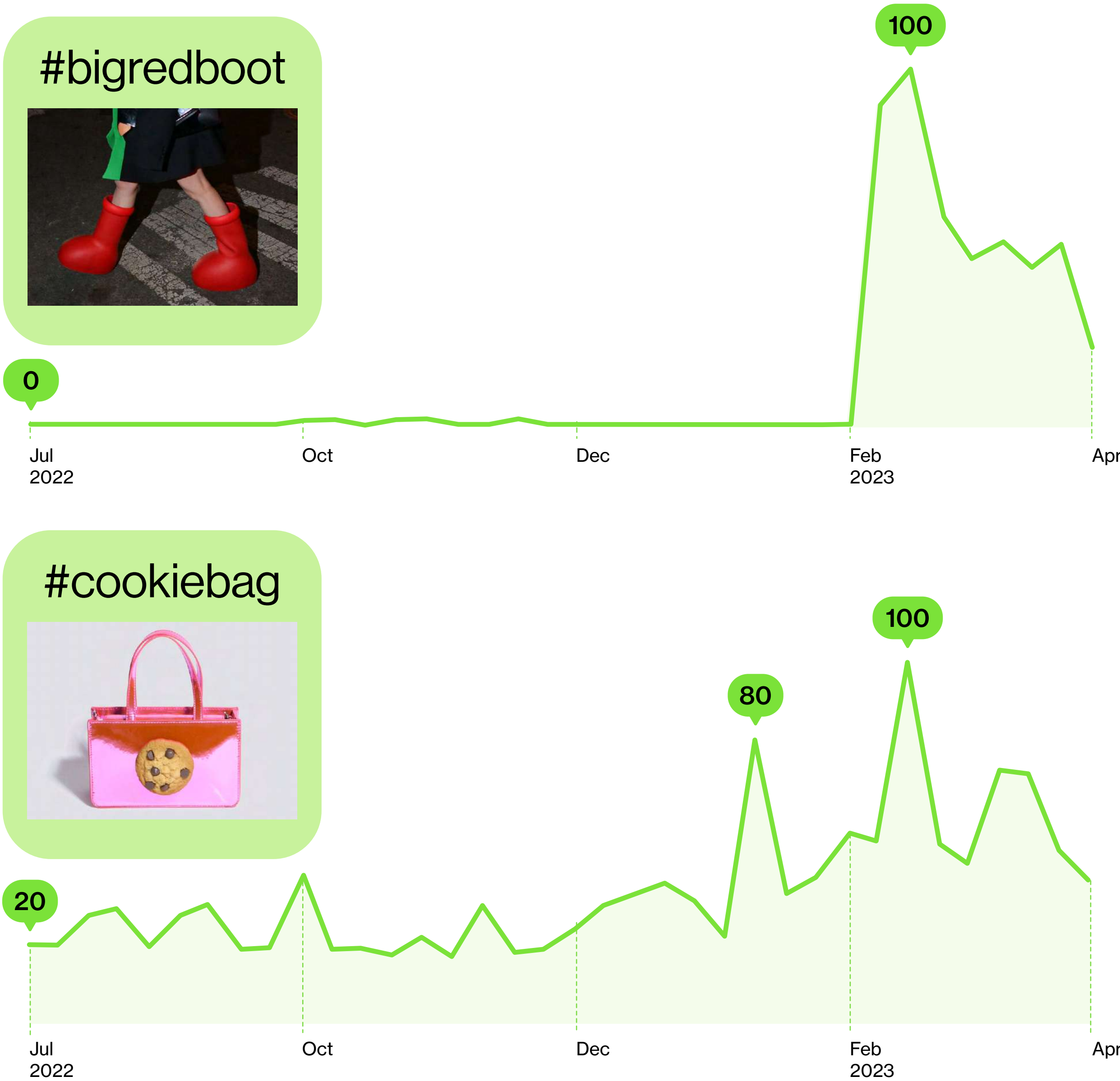
This aesthetic has endured, most recently during NYFW 2023, from the fried egg bralettes to the cookie bag. Celebrities too, are embracing the trend, from Bella Hadid to Doja Cat.



Eccentricity is the new in: mixing ‘weird’ pieces that subvert tradition

Both Puppets & Puppet’s Chocolate Chip Cookie Bag and MSCHF’s Big Red Boots have made their rounds on Tiktok – both confusing and delighting the internet. These aesthetics are arguably part of the “weird girl aesthetic”. Celebrating oddities, bold expression (no matter how impractical).

Source: TikTok Search



Asking AI what is behind the trend: subculture detection

We asked our AI tools what is behind the weird girl style. Here's a visual breakdown for you.

Top subcultures detected

- 1 Grandmillennial
- 2 Antifashion
- 3 Acid Pixie



Subversion



Maxi skirts, Y2K



Thrifted looks



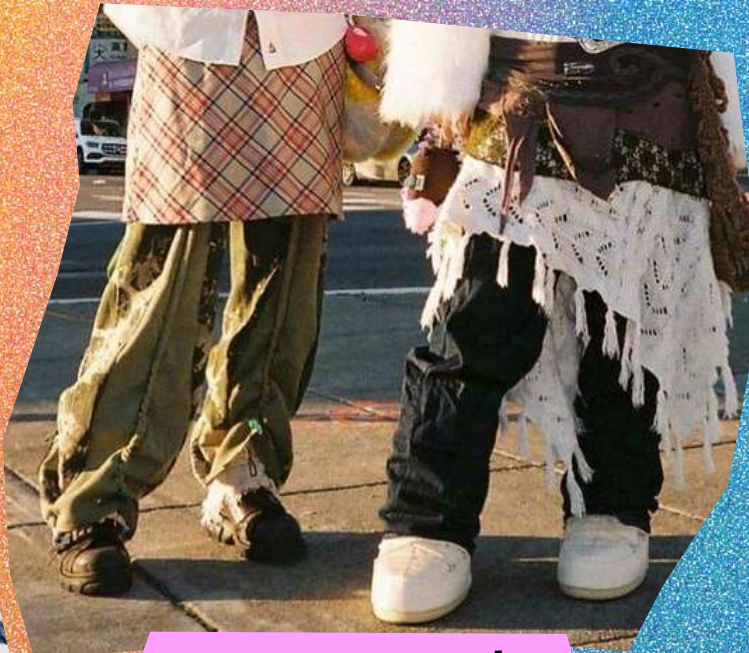
Fuzzy bucket hats



Quilted pieces



Layering



Skirt over pants



Legwarmers

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