

Microtrend : Spiritual Cosplay

Gen Z’s appetite for mysticism has infused the fashion world, drawing on pseudo-spirituality and the cohort’s desire for escapism.

Drivers : Running counter to the Doom Dressing trend, many Gen Z are embracing other-worldly aesthetics as they seek to escape to more fantastical and buoyant versions of reality.

Analysis : Similarly to how fashion is used as a gateway to a range of identities,this pick-and-choose mindset extends to Gen Z’s spiritual views. As digital natives, they can choose from a range of beliefs that suit them best.

‘I’m fascinated by the figures of the princess, the angel and the fairy, but I also relate to evil characters like the witch and the devil. It’s probably about the complexity of being human’

Mega Mikaela

CASE STUDIES



Blumarine, Italy

Blumarine

Italian fashion house Blumarine has returned amid the Y2K resurgence. For the brand’s spring/summer 2023 campaign, it collaborated with fashion photographer Petra Collins, who is known for her dreamy and ethereal visual direction.



Beepy Bella, US

Beepy Bella

New York-based fashion and accessories label Beepy Bella was founded in 2019 by Isabella Lalonde. Born out of lockdown, the brand gave Lalonde a space to detach from isolation and create her own fantasy world.



Blumarine, Italy

Mega Mikaela

Mega Mikaela is an artisanal knitwear and crochet label founded in 2021 by Mikaela Mårtensson. The label’s spring/summer 2023 collection, Lovely Misery, investigates folk tales popular during the Middle Ages.

Strategic Opportunities

Ethereal escapism

Gen Z yearn for a world away from online sensory overloads. Detach from the current sociopolitical climate and lean in to fantasy-inspired modes of storytelling

Fluid identities

This generation find comfort in shifting identities. Embrace the fluidity that these identities offer through versatile product offerings that can adapt

Post-ironic humour

Modern mysticism has evolved from psychedelic and tarot-inspired visual identities. Opt for darker visuals that play into Gen Z’s fondness for satire

60% of Gen Z say they are searching for spirituality outside of organised religion

Source: Vice