

90'S NOSTALGIA



Many hallmarks of 90s style are back in vogue; scrunchies, fanny packs, Champion sweat-shirts, Dr. Martens, plaid, and knee socks You can thank the VSCO girl and nostalgic fashion designers for that. Graphically, copier aesthetics (zines, or Raygun mag), more Memphis inspired patterns, mixed prints and florals, minimalist Calvin-Klein-like layouts, and hand-written fonts like the FRIENDS logo are revived. Colors such as the soft pastels from Saved by the Bell, and bold primaries (remember that Full House bathroom?) are all back, dude.