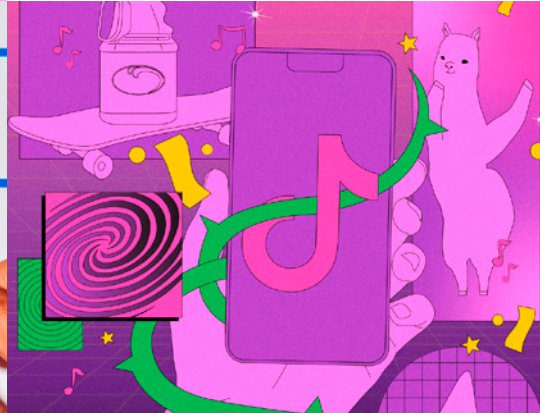


ADORKABLE



A new brand aesthetic has emerged that is dorkily awkward and adorably real. In other words, it's 'adorkable.' Like 'blanding' connected to Millennials, 'adorakable' is being used to connect with Gen Z. Many of its design cues are nostalgic, spanning the early 2000s MySpace and AIM to "nerdy cuteness" circa 2010, alongside the loud colors, gradients and layers tethered to a larger 90s comeback trend. This graphic style sparkles on TikTok, its overall aesthetic connecting to a digital-first generation that plays well on social media and ecommerce. There's a general 'basic' vibe that recalls the first iteration of social media and the web matched with a warm, fun and self-deprecating realness that is most certainly for Generation Z. Look for mismatched fonts, bold and idiosyncratic design with a bit of maximalism.