

Grandmillennial



Vintage Maximalism, Granny-Chic and Grandmillennial all encompass the same elemental style – an appreciation for your grandmother’s approach to decoration. Marked by floral or toile wallpaper, chintz, framed artwork, cleaner lines and horror vacui (dislike of empty visual spaces), Grandmillennials lean into maximal, modern design with lots of charm. In fashion, crocheted pieces paired with granny glasses, gingham and brooches feels fresh for Gen Z. In packaging, (boosted via beauty, perfume, and candy categories) florals dominate, often with labels, stickers, or seals featuring serif or flourished typography, and accents in gold. Close to Cottagecore, visually, Grandmillennial offers more color and chaos than its simpler, neutral toned country cousin.