

Y2K CYBERPOP



Nostalgia/newstalgia is hitting hard with a yearning for the Y2K era and the futurism it elicited. This go hard or go home vibe brings candy-colored holographic foil, rainbow gradients, and rave reminiscent glitter to the packaging forefront. Typography mimics house party flyers, geocities webpages, or may be interrupted with faux artifacts of VHS glitches. The palette reflects both fashion and pop albums of the time and carries a sense of optimism and cleanliness.