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THE ZOOMER GENERATION AS THE MAIN DRIVER OF NEW AESTHETICS IN FASHION

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The paper analyzes the influence of the zoomer generation on the formation and dissemination of new aesthetics in modern fashion. The study shows how consumer values among the younger generation are changing under the influence of social networks and digitalization.

Key words: *fashion, aesthetic, generation, clothing, influence.*

INTRODUCTION

The study of the influence of the generation of zoomers on the formation of new manifestations of aesthetics in modern fashion is of great importance for understanding new cultural transformations. The modern generation, raised in conditions of rapid social change and digitalization, not only consumes fashion, but also creates it. Zoomers impose new ideas about beauty, self-expression and the role of fashion in life. The analysis of this makes it possible to trace how the reorientation of the fashion industry is taking place.

PURPOSE

The aim of the study is to determine the influence of the Zoomer generation on the formation of new aesthetics in fashion, and to understand how digital culture, social networks, and new values are transforming trends in the fashion industry.

RESULTS AND DISCUSSION

The fashion industry has been rapidly transforming in recent years. Fashion has become a reflection of values, individuality and lifestyle. Now, the generation of zoomers is redefining the meaning of fashion, pushing boundaries, mixing styles and setting new trends. The popularization of sustainable fashion, streetwear and the integration of technological accessories as fashion accessories are vivid examples of how young people are changing the world of fashion.

The generation of zoomers (born between 1997 and 2012) is actively changing the rules of the fashion industry. They are now dictating trends and setting changes in global culture. Unlike previous generations, they do not just consume fashion, but also create and transform it, often thanks to their smartphones. Zoomers are the first generation that is always connected and online. TikTok, Instagram are part of their lives. This generation deviates from standards and prefers originality and spontaneity. Therefore, aesthetics change almost every two months. Trends are now set through short videos, not through catwalks [1].



It should be noted that for them fashion is a way to express themselves. Therefore, they often express themselves through vintage items with history, experiments with proportions and gender fluidity in clothing. Through fashion, one can understand their values, psychological state, and social identity.

Eco-conscious aesthetics are also gaining popularity. This generation has led to the development of practices such as upcycling, sustainable brands, slow fashion, and resale [2].

It is very important that beauty standards are being destroyed and naturalness is being popularized. Everything "imperfect", natural body textures, lack of perfectionism is now reflected in fashion companies.

Most importantly, the Zoomer generation is not afraid to experiment with norms and very often raises important questions. They play with taboo elements of culture. That is why now we can see the return of punk, bold silhouettes and the blurring of gender norms. Strangeness and incompatibility have already become new standards. Those rules that past generations were accustomed to have long been rethought by modern generations [3].

CONCLUSIONS

In general, it can be argued that the generation of zoomers has introduced significant changes to the modern fashion industry. The focus on individuality, social responsibility and inclusivity is shaping new approaches to the perception of fashion. Through social networks, the need for self-expression and individuality, openness to experiments, this generation is transforming traditional aesthetic concepts and ideas, moving away from standards to uniqueness. Thus, zoomers are not only shaping trends, but also rethinking the development of the fashion industry.

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ПОКОЛІННЯ ЗУМЕРІВ ЯК ГОЛОВНИЙ ДРАЙВЕР НОВОЇ ЕСТЕТИКИ В МОДІ

У роботі проведено аналіз впливу покоління зумерів на формування та розповсюдження нових естетик в сучасній моді. Дослідження показує як змінюються споживацькі цінності у молодого покоління під впливом соціальних мереж та цифровізації.

Ключові слова: мода, естетика, дизайн, покоління, вплив.