

Generation Trends

Doomscrolling – Spending copious amounts of time on devices, reading on the internet a lot of negative news.

Baguette Bags – Small compact handbags (generally with very little room inside) designed by Fashion brand “Fendi”. Often referred to as the “it bag”.

Ugg Boots – A sheepskin boot that can be worn by men or women. Originated in Australia. *Tip, these should not be worn in the rain as become very tatty very quickly

Social Influencers - A non-celebrity who posts pictures and videos on social media around a specific topic that they have expertise in. Thus, influencing those who look at the posts. Many gain a number of followers which in turn gives them access to free products to promote in addition to their own information/products. For example, a popular food delivery company.

Crocs – Another design of shoe that can be worn by men and women. A soft shoe essentially made from a unique formula that is not rubber or plastic (looks like) Often described as quite ugly shoes but meant to be extremely comfortable. (The Jelly shoes of the 1980's?)

Waistcoats – Worn by women (and men) as a fashion item as opposed to the more practical part of a suit men used to wear back in the day. Styled with flowing shirts and very rarely with the buttons done up.

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Emojis - When sending a message to someone on a phone, you can send a small picture instead to describe a word or feeling. Using a smiling face to say that you are happy with what they have said or a laughing face if you find something funny.

Glow up – This is a way of describing someone/something who has transformed their appearance for the better. Becoming more attractive or successful

Vibing – This is to describe a mutual attraction or understanding between 2 or more people.

Boujee – A modern slang term used to describe something luxurious, but which looks to be humble. For example, a high-end restaurant which is decorated to look like a rustic barn.

Living rent free in my head - This refers to someone or something that you cannot stop thinking about to the point of obsession. They are then living rent free in your head for that duration.

IYKYK – An abbreviation used for people sending out a message or picture on a social media platform. It means If You Know You Know. Indicating that only a portion of people may understand what it is you are trying to say with that message/picture.

Totes – A shortened way of saying “total” for example, “that film was totes amazing”!

On Fleek - A description of someone who is looking particularly attractive

FOMO - Another abbreviation, meaning Fear Of Missing Out. Saying that you went to an event even though you were really tired as you had a FOMO

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Hipsters – A way to describe a person who is following the latest trends of lifestyle and fashion.

Man Buns – When a man has longer hair, he may tie it up on the top of his head in a bun. Therefore creating a Man Bun!

Lip Fillers – For people (generally women) who have a need for their lips to look fuller. They then seek out injections of a synthetic substance to add volume to these.

Swipe Left – A common term for those who use a dating app. If you see a picture of a potential match that you do not quite like the look and sound of, if you swipe left, it discards them from your list. (Therefore, if you swipe right, it is the opposite, it means you like them. If they then swipe right for you too, you could arrange to meet) This is a common way of meeting new partners in life.

Skinny Jeans – Denim trousers that are particularly tight and a snug fit. Usually showing off all the contours of your body. A staple popular for many men and women.