

One of these newemo ‘inspired’ subcultures for the youths of today seems to come in the form of “e-girls”. Characterized by dark, but cute clothing, lots of blush and sharp eyeliner, these electronic, or internet kids (all primarily generation Z) curate their online persona through instagram and tik tok. Notably, this new subculture highlights significant amounts of self awareness. They not only recognize the irony of their actions, they emphasize it and utilize it to their advantage. The pouty faces and exaggerated eye makeup are just begging for likes and comments. The style can be described as a mixture of the emo/ skater aesthetic and kawaii lolita fashion. T-shirts tucked into pleated skirts, half up half down pigtails with cute barrettes and bobby pins, pants chains and lots of silver necklaces. Just like Myspace was an online haven for the content creators of yesterday, Instagram and the short music

video app Tik Tok has become the base for all of these new smaller sub-subcultures. What seems to separate this new subculture - the “e-girls”, or trend as it may just turn out to be, is why the participants are doing what they are doing. It’s really all about connecting with other participants, listening to the same indie and pop punk music, and curating your online persona. Definitely some similarities to Emo culture, but we seem to look down on it now. Is it because we see ourselves in these kids? Are the e-girl under eye hearts reminding us of when we would write names on our hands and hold them up earnestly to the camera? Kids will be kids, some might say - it’s all about growing up. But it was truly so much more. While some might argue that plenty of emo kids back in the day might have been posers and really only involved in the scene for the aesthetic, the emo subculture was truly about “belonging by not belonging” - connecting with those who feel like they aren’t accepted by society and listening to the music that furthered those ideals.

