

TikTok Trends

Butter boards, sexy water, blueberry milk nails, unexpected red, lucky girl syndrome, first-time-cool syndrome, bed rotting, 75 soft, 75 cozy, bookshelf wealth, loud budgeting, broccoli freckles, strawberry makeup, glazed donut skin, latte makeup, cowboy copper hair, old money blonde, expensive brunette, orange peel theory, quiet luxury, stealth wealth, tomato girl summer, indie sleaze, coquette, looksmaxxing, male perms, vanilla girl, clean girl, soft girl, coastal grandma, coastal cowgirl, low-high visual weight makeup, sleepy-girl mocktails, fluffy coffee, shrimp tree, girl math, girl dinner, mob wife, clowncore, balletcore, Barbiecore, royalcore, corecore

—Source: Madison Malone Kircher, “It Spawned a Zillion Trends. Or at Least, ‘Trends’” (*New York Times*, 19 April 2024).

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