

Code Book

End Goal: The end goal of this annotation is to classify paintings to an internet aesthetic. The annotations will be used to validate machine vision models and textual classifiers. I want to test if there is ground truth human annotators agree on and see if the models can correctly identify the internet aesthetic.

Reminder: Each image can have more than one assigned aesthetic to it. When assigning aesthetics take into account not just the elements you see in the painting, but also the colours, textures and vibes.

*Please save all the changes in the completed document and send them with your name in the attached file.

Instructions:

These are all the internet aesthetics existing on the aesthetics.fandom.com website to date (13.03.2025). Please read through all the aesthetics and their descriptions to accurate classify the paintings.

Practical Example:

| | | | | |
|---|-----------------------------|---|-----------|---------------------------------|
| 4 | Man Between Vice and Virtue |  | Dreamcore | Envokes a dreamlike atmosphere. |
|---|-----------------------------|---|-----------|---------------------------------|

Aesthetics:

2014 Girly

2014 Girly Tumblr is an aesthetic seen in 2014 Tumblr. It centers itself around visuals that girly Tumblr bloggers found popular at the time. It embraces girly traits and colors, such as pale pink, white and mint, as well as brands, celebrities, room decor trends, foods, etc. that would be aspirational and overtly feminine.

The aesthetic has resurfaced on social media app TikTok in around Summer 2024, likely due to users longing for its energy it gave.



2014 Tumblr

2014 Tumblr is one of the biggest influences to the contemporary aesthetics movement. As an image-aggregating site, it allowed people to curate personal reblogs easily. The ability to create a customized theme for the blog also enhanced the aesthetic value of the website. This article focuses on 2014 (more broadly 2011–2018) because this was the era before -core suffixes existed, Tumblr was at its greatest cultural relevancy, and the aesthetic trend was at its infancy.



After Hours

After Hours is an aesthetic centered on the eerie yet tranquil atmosphere of empty spaces that are usually full of life. It captures abandoned streets, schools, parks, and even digital spaces like inactive websites or empty game servers. The core emotion, known as kenopsia, blends nostalgia, melancholy, and surrealism—highlighting the contrast between a place's past vitality and its current emptiness. Music, art, and film inspired by After Hours often emphasize ambient soundscapes and desolate imagery, reinforcing its themes of solitude and transience.

Unlike the unsettling nature of Liminal Space, After Hours is often contemplative and peaceful, appealing to night owls and those who find comfort in solitude. It frequently appears in post-apocalyptic media and photography, featuring dimly lit public areas, silent streets, and flickering lights. The aesthetic evokes feelings of mystery, stillness, and quiet rebellion, with visual elements such as streetlights glowing in the dark, empty benches, and the occasional lone wanderer.



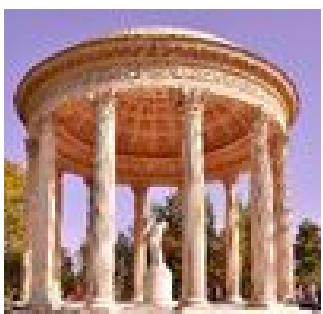
Angelcore

Angelcore is an ethereal aesthetic inspired by angelic imagery, particularly Rococo-era artwork. It emphasizes beauty, serenity, and divine elegance, often incorporating elements from various religious and mythological traditions without specific religious ties. Soft, ambient music, folk, and classical piano complement the aesthetic.

Cherubcore: Centers on cherubs (putti), symbolizing innocence and love. It overlaps with Babycore and Coquette, featuring playful visuals like hearts, porcelain figurines, and pastel tones.

Fallen Angel: A darker, Gothic take on Angelcore, exploring themes of exile, sorrow, and rebellion. It blends Baroque influences with Grunge and Dark Naturalism, using black wings, fire, and melancholic symbolism.

Biblical Angels: Based on scriptural descriptions of angels as powerful, otherworldly beings—fiery, multi-eyed, and terrifying. This aesthetic questions traditional portrayals of divinity, blending mysticism with surreal, philosophical themes.



Anime New Moon

Anime New Moon is an aesthetic inspired by mid-2000s to early 2010s anime graphic design, often featured in Nightcore Trance remixes. It's characterized by an ethereal, mysterious vibe with a focus on nighttime elements like the moon, stars, and galaxies, as well as mythological creatures such as angels and vampires. The color palette includes shades of blue, white, purple, and pink. This aesthetic emphasizes the beauty of the night and fantastical themes, and is closely related to the Technoneko2000 aesthetic. It shares a visual style with the "Nightcore" filter in apps like PicsArt.



Bastardcore

An aesthetic based on Gryffindor, from the Harry Potter series. Bastardcore is supposed to strike your fight or flight response. It consists of friendly images along with shock humor themed captions or images that seem out of place and are uncomfortable to look at. One could argue that Bastardcore is an extension of the "cursed images" meme. This aesthetic is commonly used by people who would refer to themselves as "feral[1]".

Bastardcore visuals are designed to be shocking, mildly offensive by nature, and "cursed" by nature, all in an attempt to make other people as uncomfortable as humanly possible.

TV shows like Tom and Jerry, The Three Stooges, and Woody Woodpecker, as well as edgy films with dark humor or rebellious themes, fit this aesthetic. Directors like Tim Burton and actors who portray rebellious characters are often linked with this style. Bastardcore aims to create discomfort through visuals and humor.



Bimbocore

Bimbocore is a hyperfeminine aesthetic focused on pink, glitter, sexuality, and 2000s fashion, often blending hyperpop, rock, and punk music. It emphasizes body positivity, sexual appeal, and Barbie-doll charm, sometimes involving extreme makeup or surgery to achieve a 'living Barbie doll' look. Coined in 2022 by Scene Queen, it draws inspiration from McBling and Barbiestyle. It's linked to 'Bimboification,' both a BDSM kink and a feminist movement reclaiming femininity. Related substyles include Winter Bimbo, Himbocore (the male counterpart), and Slutcore, a more sexualized version.



Blingeecore

Blingeecore, or Glittercore, is an aesthetic based on the nostalgic revival of old GIF graphics from Blingee and PicMix. It features sparkles, glitter, stars, Emo art, and floral graphics, often linked with Scene and Animecore. Initially considered tacky, it has made a comeback due to nostalgia, influencing art movements like Scene art and Draincore. Blingeecore visuals, often in GIF format, can cause eyestrain or seizures due to flashing effects. Despite being kitschy and low-quality, it's appreciated for its retro charm, with mood boards and edits inspired by themes like Harley Quinn or Harry Potter.



Bloomcore

Bloomcore, or Floral, is an aesthetic focused on flowers, gardens, and nature, with an emphasis on village greenery and a quiet lifestyle, often associated with spring. It's flexible, blending with aesthetics like Cottagecore, Light Academia, and Grunge. Key elements include floral patterns, gardening, and nature walks. Meadowcore, related to Bloomcore, focuses on meadows and outdoor activities like picnics. Petalcore centers on flowers and romance, similar to Romantic Academia. Bloomcore mood boards have faded in recent years as fandom-based aesthetics declined with the rise of non-fictional aesthetics.



Busukawaii

Busukawaii (ぶさかわいい or ブサカワ) is a Japanese aesthetic that revolves around an ugly but somehow charming or cute appearance. It is also often used in a joking manner as part of memes. Busukawaii combines the Kawaii aesthetic with intentionally strange or plain characters, embracing "adorable ugliness" as its unique charm. It often features image edits with soft pastel filters, glitter, and cute elements, creating a bizarre yet kawaii atmosphere. Bootleg anime merchandise, with off-kilter faces, is also part of this aesthetic. Users create mood boards blending personal traits like MBTI types, zodiac signs, and colors, often based on requests from followers.



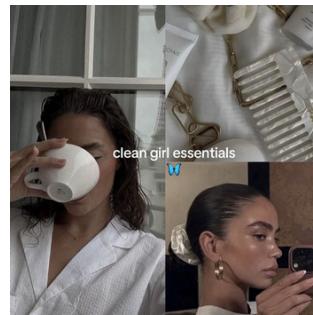
Castlecore

Castlecore is an aesthetic inspired by the Medieval era and derives from the Gothic and Knightcore aesthetics, with a modern trendy twist. It is very similar to FantasY2K with how it combines Medieval and modern styles.



Clean Girl

Clean Girl is a minimalist aesthetic focused on a natural, polished, and effortless look, featuring simple fashion, skincare routines, and a clean lifestyle. It emphasizes neutral color palettes, quality basics like white shirts, tailored blazers, and classic sneakers, along with light, natural makeup. This trend, popularized on TikTok and Instagram, advocates for sustainability, self-care, and wellness, including hydration and fitness. It also stresses organization, simplicity, and eco-consciousness. Critics argue the aesthetic is classist and inaccessible, due to its association with expensive products and its historical roots in minority culture.



Comfy/Cozy

Comfy or Cozy is an aesthetic that relates to the feeling of being comfortably at rest with your surroundings, neatly fit in your place, relieved and well-suited. It includes having pets, reading books, and sitting next to a fireplace or window, or on a bed. Usually associated with Autumn and pumpkin splices, and with swift movements instead of challenges. Others also include reading, sleeping, watching movies or just doing nothing whilst at ease and petting your dog/cat.

Specific themes associated are messy beds as the symbolize one's unwillingness to wake up, and dreams (either be asleep or wish to).

It should be noted that this aesthetic sometimes is confused with Light Academia due to similar color palette and some key values. However, one main difference between the two is that Light Academia (and all aesthetics with the Academia suffix, for that matter) is that it is focused on learning, studying, and a thirst for knowledge. Comfy/Cozy's main idea is being comfortable, relaxed, and happy.



Coquette

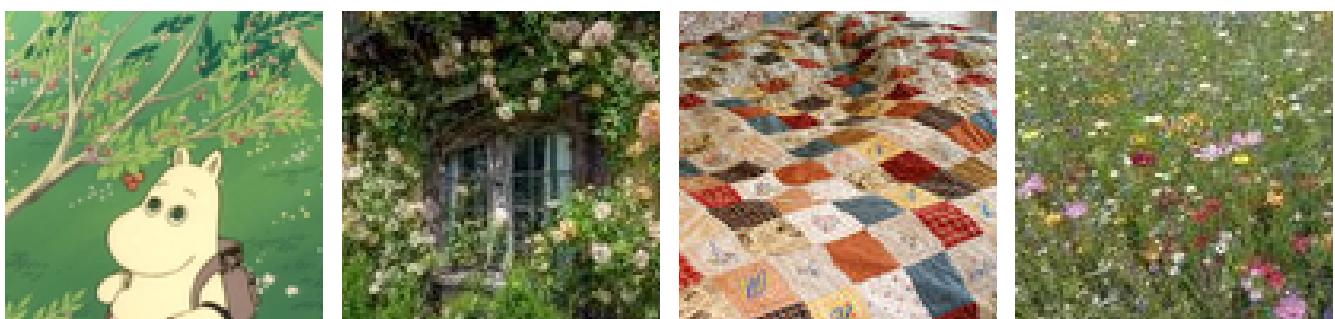
Coquette is a girly, hyper-feminine aesthetic inspired by femininity, flirtation, and youthful charm. Originating on Tumblr in the mid-2010s, it evolved from the Nymphet trope from *Lolita* into a broader aesthetic that emphasizes vintage fashion, sensuality, and a connection to Lana Del Rey's music. Coquette includes substyles like Nymphet (vintage Americana and schoolgirl themes), Dark Coquette (seductive and gothic), and Dollette (soft, hyperfeminine fashion). Other substyles include Farmer's Daughter, Coconut Girl, and Winter Fairy Coquette. The aesthetic often features elements of femininity, flirtation, and charm, with varying influences from vintage fashion to darker, more tragic elements.



Cottagecore

Cottagecore is an aesthetic romanticizing pre-industrial rural life, emphasizing simplicity, nature, and self-sufficiency. It draws inspiration from 19th-century Romanticism, Victorian gardens, and children's literature like *Peter Rabbit* and *Anne of Green Gables*. Its visuals include cozy cottages, floral patterns, and pastoral landscapes, often evoking nostalgia and comfort.

This aesthetic features nature-inspired imagery with wildflower fields, forests, gardens, and animals like cows and rabbits. It includes rustic cottages, vintage interiors, and wild gardens. The color palette consists of soft pastels and earthy tones. Common motifs include strawberries, mushrooms, flowers, and bees, with patterns like gingham, lace, and embroidery. The lifestyle focuses on simple living, self-sufficiency, and domestic activities like baking, crafting, and gardening. It celebrates a deep connection to nature through walks, picnics, and seasonal celebrations.



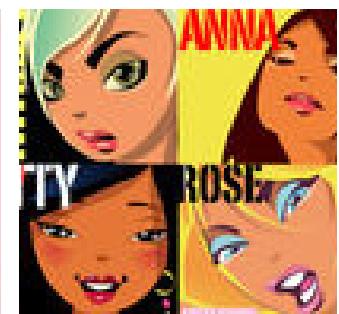
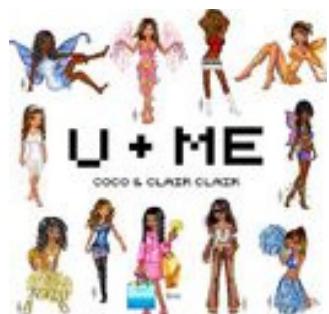
Cutegore

Cutegore is an aesthetic blending kawaii imagery with slight traces of gore, featuring characters with wounds, blood, glitches, and eerie motifs. Often conflated with Kawaii, it emerged in the mid-2010s as a term for "cute but hardcore" music, later evolving into a visual aesthetic popularized on Tumblr in 2020. Cutecore focuses on corrupted childhood imagery, with edits of child-friendly media altered to include blood and ominous figures. It is linked to trauma-based aesthetics like Traumacore but can be used to cope with personal experiences. The aesthetic faces criticism for its association with violence and harmful content, as well as accusations of cultural appropriation.



Cyber Stylin'

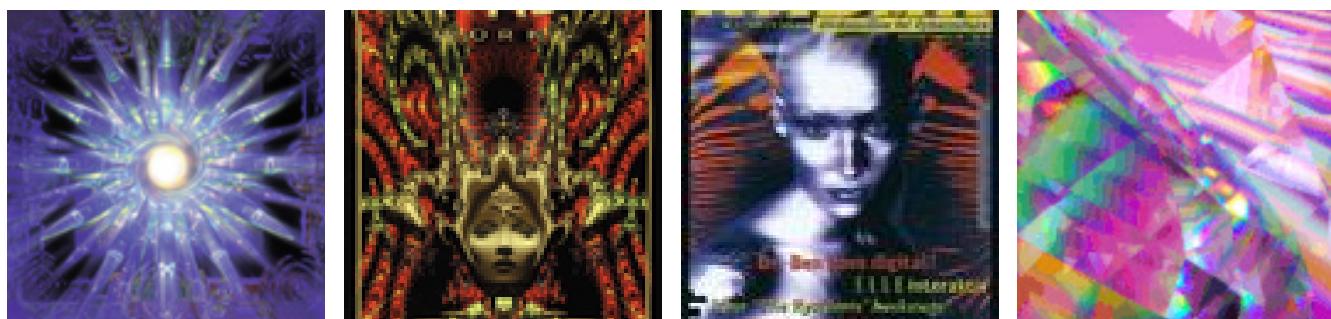
Cyber Stylin' is an aesthetic inspired by mid-2000s to early 2010s dress-up games, pixel dolls, and fashionable illustrations of girls from that era. It encompasses various art styles but is generally characterized by a feminine, "girly" look with Y2K elements like pastel and bold colors. It originates from virtual dress-up games popular in the 2000s and is influenced by doll cultures, such as Dollz and Candybar Dollmaker. The aesthetic often features vibrant, cute, or "kawaii" styles, with music like dance pop, electro pop, and hyperpop complementing it. Cyber Stylin' can vary by region and artist but typically showcases playful, youthful fashion and imagery.



Cyberdelic

Cyberdelic (or Cyberdelia) blends cyberculture with the psychedelic subculture, emerging as a counterculture from the late 1980s to mid-1990s. It overlaps with Cyberpunk and Early Cyber aesthetics, emphasizing immersion in cyberspace as a psychedelic experience. The Cyberdelic aesthetic features several distinct visual characteristics, including a bright, vibrant color palette with neon hues like electric pinks, blues, purples, and greens, creating a psychedelic, otherworldly vibe. Technological elements are prominent, with visuals involving virtual reality, holograms, LED lights, and digital interfaces, often incorporating glowing neon, pixelated graphics, and glitch art.

Psychedelic motifs such as swirling patterns, fractals, and mind-bending visuals inspired by classic psychedelic art are common, creating a sense of altered perception or visual distortion. Virtual landscapes are also central, featuring dreamlike or surreal environments with grids, wireframes, and digital avatars. Finally, trippy visuals with warped, kaleidoscopic, or 3D-like imagery enhance the feeling of immersion in a virtual-psychadelic space.



Cyberghetto

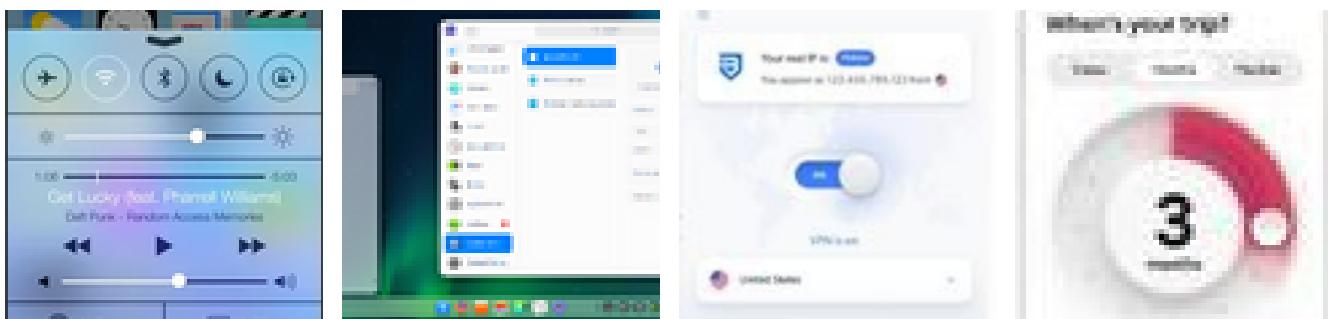
Cyberghetto is an aesthetic that intends to create a home on cyberspace for marginalized groups of people. The word is a compound of Cyber (referring to the internet and cyberspace) and Ghetto (generally used as a term to describe a group of marginalized individuals).

Cyberghetto visuals can borrow heavily from Vaporwave, Cyberpunk, Scene, and Hip-Hop fashions, often reflecting on the dark and seemingly-isolated feelings the adherent to Cyberghetto usually feels. These visuals can often touch on some rather dark subject matter like drug addiction, loneliness, heartbreak, and poverty.



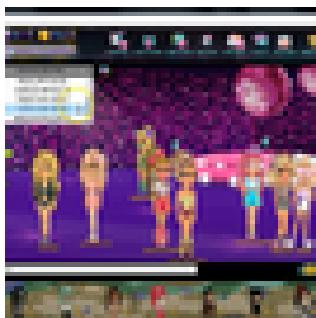
Cybermorphism

Cybermorphism (formerly Fluent Design) is an umbrella term for Glassmorphism, Neumorphism, and Claymorphism, which blend Skeuomorphism and Flat Design to create smooth, rounded 3D visuals, glass textures, subtle shadows, and gradients. Originating with iOS 7 in 2013, these styles gained popularity with design systems like Microsoft's Fluent Design and the rise of Neumorphism in 2019. Glassmorphism features translucent, frosted effects and colorful, abstract wallpapers. Neumorphism combines depth and simplicity with soft edges and shadows. Claymorphism, emerging in 2021, mimics clay textures with smooth shapes and pastel colors, evolving from Corporate Memphis. These trends are shaping UI/UX design and are expected to replace Flat Design by 2026-2027.



Cyberspace Webrooms

Cyberspace Webrooms is an aesthetic focused on 90s-2000s Online Virtual Worlds, sharing elements with Old Web, Y2K Futurism, and Frutiger Aero. It features skeuomorphism, kid-friendly interfaces, low-poly 3D models, and settings like malls, schools, and streets. Early virtual worlds included text-based MUDs, while sites like Neopets (launched in 1999) introduced interactive, customizable worlds. Virtual pet sites like Marapets, Subeta, and Webkinz (2005) expanded this genre, blending toys with online games.



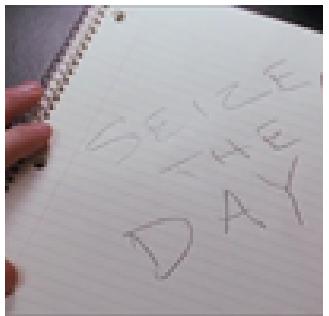
Danish Pastel

Danish Pastel is a 2020s interior and graphic design aesthetic popular among Gen Z on platforms like TikTok, Instagram, and Pinterest. It blends Scandinavian furniture with pastel colors and white, naturally lit rooms, reflecting a shift from minimalism to maximalism. Inspired by modern art and artists like Matisse and Picasso, it features bold colors, asymmetrical decorations, and eye-catching patterns. The aesthetic extends into fashion with pastel hues and contemporary trends.



Dark Academia

Dark Academia is an aesthetic focused on classic literature, self-discovery, and the pursuit of knowledge. Originating in the late 2010s, it celebrates upper-class European cultures, Gothicism, and American Prep, romanticizing education, mystery, and intellectualism. Popular on social media, it often features vintage outfits, book discussions, and hobbies. The aesthetic also incorporates darker themes like secret societies, crime, and self-destructive lifestyles, with influences from works like *The Secret History*. Fans, called Dark Academics, embrace this persona, often aspiring to an academic lifestyle without formal credentials.



Dazecore

Dazecore is an aesthetic inspired by sleepless nights and late-night thoughts, closely linked to Urbancore, Geek, and Dark Minimalism. It reflects the creative energy of late-night artists and students, often with a dreamy, surreal vibe. Originating on Instagram in May 2020, it overlaps with the After Hours aesthetic but with a more introspective, ethereal focus. Dazecore music typically features Ambient and Lo-Fi genres.



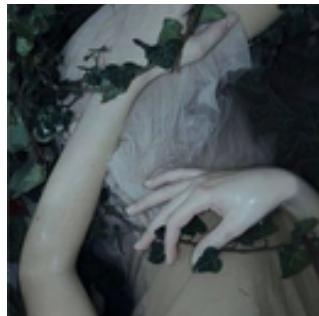
Deep Fried Meme

Deep Fried Memes, popular from 2015 to 2019, are characterized by heavily filtered images with surreal and "dank" elements like glowing red eyes, silly emojis, and distorted visuals. They often incorporate dark humor, including controversial jokes and slurs. Originating on Tumblr, these memes became associated with the "Band Kid" stereotype and gained traction on Reddit and YouTube. Known for their meta-irony, Deep Fried Memes focus on gaining meme status rather than the jokes themselves. Despite their popularity, they faced criticism for unoriginality and their use of offensive content.



Dethereal

Dethereal is a dark aesthetic blending melancholy and delicate beauty, characterized by muted colors like black, gray, and old white, with touches of dark green and rose. It features a contrast of heavenly light and dark surroundings, creating a melancholic yet calm atmosphere. Common motifs include mist, fragility, beauty in death, and despair. Fashion consists of elegant, flowing clothing with frills and transparent sleeves, similar to Victorian and Romantic Goth styles but with lighter tones. Dethereal music is sad and otherworldly, enhancing the aesthetic's ethereal, haunting vibe.



Digital Horror

Digital Horror is an aesthetic focusing on screen recordings, old websites, and web games from the early 2000s to mid-2010s. It often incorporates existential or Lovecraftian themes and evokes feelings of dread and nostalgia. Key aesthetics include low-quality footage, Comic Sans font, and the use of old software like Bandicam. Digital Horror is often confused with Analog Horror and ARGs due to similar stylistic elements but is distinct in its focus on digital media.



Digital Oddity

Digital Oddity is an internet aesthetic, and a subgenre of Webcore. It originated in the early 2000s from the weird websites of that time period, such as Bored.com, along with Flash animations and web comics.

It embodies living a virtual life, and entertaining bored, unsuspecting people on the internet, while also being kind of geeky at the same time. It also embraces chaos and insanity. Digital Oddity often features art with a heavy amount of airbrush and gradient fill, with an artstyle very similar to Cherged.



Doomer

Doomer, or Doomerwave, is an internet subculture rooted in pessimism and nihilism, often focusing on global issues like war, climate change, and economic decline. It is particularly linked to Eastern Europe, featuring urban landscapes, Brutalist architecture, and gloomy filters. The "Doomer" character, a Wojak meme, represents a disillusioned person struggling with depression and addiction. The aesthetic is accompanied by music genres like Post-Punk, Synthpop, and Shoegaze, with Doomerwave blending Post-Punk with slowed, melancholic samples. While the subculture expresses alienation and despair, it also incorporates pacifism and coping mechanisms in harsh environments. However, it faces criticism for glorifying nihilism and discouraging positive action.



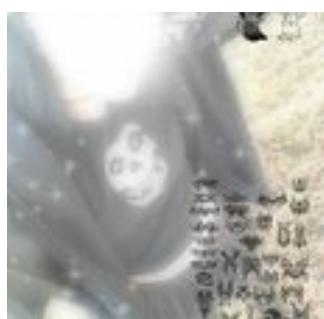
Dopamine

The Dopamine (多巴胺风) aesthetic embraces bright colors and maximalist silhouettes to uplift moods. It contrasts minimalist styles by using vibrant hues like yellow, pink, and neon green to stimulate positive feelings. This trend, especially popular in China, extends to clothing, interior design, and visuals. The style often features motifs like fruits and candy, and in interiors, it focuses on open layouts with colorful materials like plastics and ceramics to create a lively atmosphere. Fashion includes fluorescent colors, jelly sandals, and fun accessories, all aimed at promoting joy and energy.



Drain

Drain (or Drainer) is an aesthetic and subculture inspired by the Drain Gang music collective, including Bladee, Thaiboy Digital, Ecco2K, Whitearmor, and Yung Sherman. Known for their unconventional, low-budget music videos, the group also influences fashion and visuals with distorted, experimental artwork and a mix of 90s hip-hop, Y2K, streetwear, and grunge styles. The aesthetic is characterized by baggy jeans, hoodies, and an evolving blend of androgynous fashion. Draincore, a fan-made spin-off, incorporates Y2K Futurism, glitch, and anime elements, often with sparkly, maximalist visuals.



Dreamcore

Dreamcore is a surrealist aesthetic inspired by dreams, daydreams, and nightmares, characterized by familiar yet confusing and nostalgic visuals. It often includes surreal characters, liminal spaces, and dreamlike landscapes with altered, unrealistic terrains. Visuals are typically light-toned or pastel, with added elements like cryptic text or characters with surreal features. The aesthetic evokes feelings of anemoia (nostalgia for a time one has never experienced) and confusion, often blending surreal imagery with abstract concepts.



The difference between Dreamy and Dreamcore is: Dreamy is often lighter, softer, and more ethereal, while Dreamcore is darker, more surreal, and focused on the disorienting aspects of dreams.

Dreamy

Dreamy is an aesthetic focused on the surreal and ethereal nature of dreams, ranging from grounded to fantastical visuals. It shares similarities with Angelcore, Cloudcore, Synthwave, and Vaporwave, but differs by focusing on the "sleeping" world, unlike Lo-Fi, which is grounded in reality. Music genres like Dream Pop and Shoegaze are central to the aesthetic, characterized by atmospheric sounds. Subgenres include Hypnoco (focused on surreal control and trances), Feverdream (inspired by disorienting fever dreams), and Nightmare (centered on dark, disturbing dream imagery).



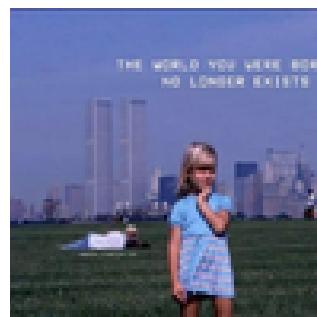
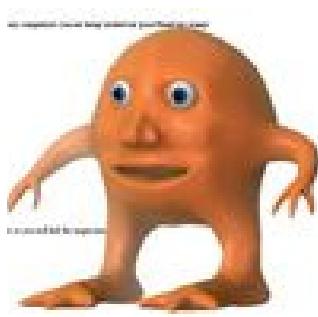
Driftcore

Driftcore is an aesthetic that is inspired by the 80s, 90's and 2000's with dark creepy nature. It has the feeling of creepyness considering the lack of context and the strange mix of imagery. The visuals consist of japanese text, japanese masks, sleek shiny looking cars drifting agressively, and utter nighttime. It usually has white, yellow, red, and black as its main color pallet.



Edgy Meme

A genre of memes known for their dark humor, crude content, and ability to shock or unsettle viewers. Popularized in the 2010s, particularly around 2012-2013, these memes often use controversial or alarming themes to provoke reactions. They share similarities with Dank Memes and Surreal Memes, but are typically more uncomfortable or crude in nature. Edgy memes can sometimes be pretentious, similar to "poser" subcultures, and include subgenres like Safe Edgy and Xpiritualism. The aesthetic is often criticized for being poorly executed or unintentionally edgy, leading to memes that feel outdated or out of touch.



Ethereal

An aesthetic centered around delicate, otherworldly beauty, evoking feelings of lightness and dreaminess. It often draws inspiration from fairy tales, fantasy films, and romanticized depictions of royalty, such as princesses and ballrooms. The aesthetic features soft, wholesome imagery like angels, lace, floral patterns, and fairytale elements. It overlaps with other aesthetics like Cottagecore, Angelcore, and Fairycore. Fashion within the aesthetic includes light, airy pieces like white lace, pleated skirts, and diamond jewelry. Ethereal music typically includes shoegaze, ambient, and classical styles, helping to create a dreamy, otherworldly atmosphere.



EXEcore

The visuals of EXEcore typically depict blood oceans, black skies, and various forms of media (commonly kids shows/characters) distorted into horror. It's also associated with knives and weaponry. Images that feature popular characters usually depict them with red pupils, black sclera, bleeding eyes, and hyper realistic mouths, as well as the occasional sharp teeth. Another common theme shared in this aesthetic, although only occasional, is satanic imagery such as upside-down pentagrams. It should be noted that images of this kind don't always have to be strictly derived from an "EXE", videogame or lost episode creepypasta, and can be any form of 2010s creepypasta image.



Femcel Weeaboo

Combines femcel (female incel) and weeaboo (obsession with Japanese culture) traits. Features anime, manga, and themes of mental illness, existential dread, and escapism. Visuals include harsh lighting, blue tones, and edgy, nostalgic 90s anime art styles.

Often associated with media like Serial Experiments Lain, Evangelion, and Madoka Magica. Criticized for romanticizing mental illness and taboo topics.



Foodie

Focuses on aesthetically pleasing food presentation, often inspired by anime. Includes baked goods, candy, fruit, and colorful, playful arrangements. Popular in food-related media like Food Wars and cooking shows. Emphasizes color, plating, and composition in food photography.

Colors: Bright, vibrant colors like pastel pinks, yellows, and greens.

Motifs: Strawberries, cakes, gummy candies, and fruit arrangements.



Fotonight Web

This aesthetic is part of a series on the Frutiger Family

Low-quality, tacky Frutiger Aero-inspired visuals with Chinese knockoff imagery, nature montages, and surreal, dreamlike elements. Originated from a Reddit user's dream in 2023. Combines Frutiger Aero with Chinese internet culture and Shanzhai (counterfeit/parody products).

Colors: Bright, glossy colors with a low-quality filter.

Motifs: Nature, bokeh, bubbles, and Chinese internet culture.



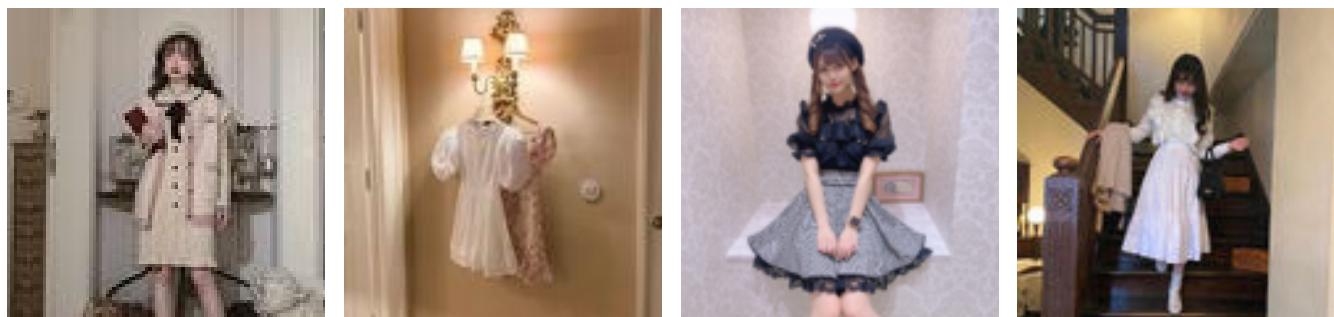
French Girly (Japan)

French Girly (フレンチガーリー) is a substyle of Japanese Girly Kei fashion, popular among young women in Japan.

Characteristics: Elegant, feminine fashion inspired by antique French architecture and luxury brands. Features pastel colors, lace, ruffles, and whimsical details.

Colors: Soft pastels like pink, lavender, and cream.

Motifs: French Haussmann architecture, floral patterns, and luxury branding.



Frutiger Aurora

Frutiger Aurora is a subgenre of Frutiger Aero that focuses on the aurora visual; an aurora is a natural light display in Earth's sky, predominantly seen in high-latitude regions (around the Arctic and Antarctic). Auroras display dynamic patterns of brilliant lights that appear as curtains, rays, spirals, or dynamic flickers covering the entire sky. Frutiger Aurora emerged in the Early-2000s towards the end of the Y2K Futurism era and maintained its popularity into the Early-2010s.

Focuses on aurora visuals, with dynamic light patterns, gradients, and nature-inspired designs. Features bokeh, glass textures, and futuristic, tranquil themes.

Colors: Blues, greens, and gradients mimicking auroras.

Motifs: Auroras, light beams, and nature-inspired futurism.

General Info: Emerged in the Early-2000s, popular in wallpapers and design languages like Windows Aero. Combines technology and natural beauty.



Frutiger Eco

Frutiger Eco is a broad sub-aesthetic of Frutiger Aero. It focuses on renewable energy, living in harmony with nature, while also incorporating futuristic themes and architecture centered around nature and sustainability. Combines futuristic technology with eco-friendly themes. Features renewable energy, green architecture, and utopian, sustainable futures.

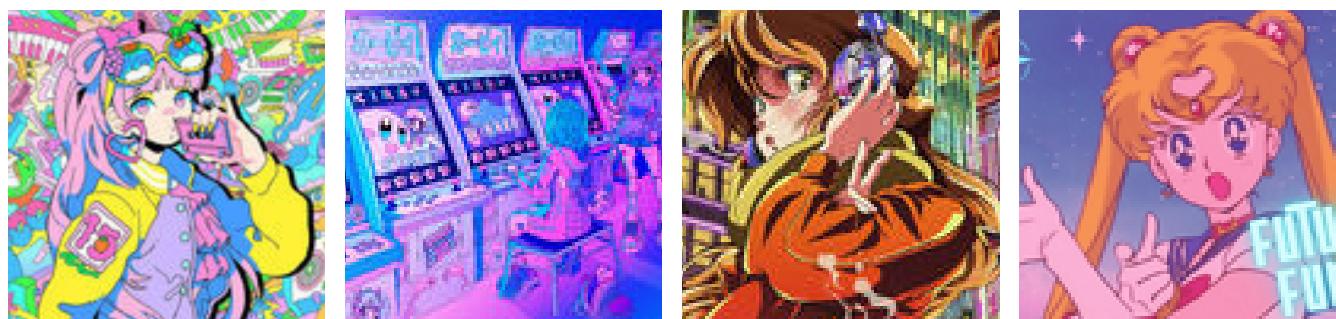
Colors: Greens, blues, and earth tones.

Motifs: Solar panels, trees, and futuristic eco-cities.



Future Funk

Future Funk (also called Vaporboogie) is a sample-based House subgenre that emerged from the Vaporwave movement. It combines 1970s–80s Disco, City Pop, Synth Funk, and French House, with elements of Vaporwave like pitch alteration and heavy reverb. The aesthetic features 80s/90s anime imagery, pastel colors, and retro effects. Future Funk visuals often include looping anime GIFs, typically from shows like Sailor Moon or Dragon Ball, and draw influences from Animecore, Kawaii, Vaporwave, and Synthwave. The genre is known for its upbeat, danceable tracks, often sampling obscure Japanese funk and City Pop music.



Glitch Art

Characteristics: Uses digital and analog errors for artistic purposes. Features pixelation, color shifts, distortion, and compression artifacts.

Colors: Bright, contrasting colors and neon tones.

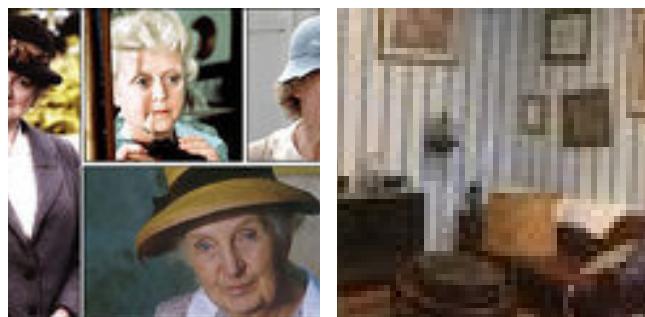
Motifs: Digital rain, static, and corrupted visuals.

General Info: Originated in the Digital Age, with roots in early video and electronic media experiments. Often critiques capitalism and technological fragility.



Grandpacore

An aesthetic centered around the nostalgic and whimsical depiction of grandparents, emphasizing comfort, simplicity, and expert knowledge in various activities. It features old, vintage, or antique items, often suggesting familiarity with traditional crafts or hobbies. The aesthetic is split into Grandmacore and Grandpacore, which overlap and borrow elements from each other, representing the broader idea of grandparents without strict gender roles.



Grime Art

Grime Art is a form of digital art stylized to look dark, gritty and grotesque, which yet manages to appeal to the general public. The aesthetic focuses on transforming pre-existing pictures (particularly portraits and selfies, among other imagery) into cartoonish, disfigured and "zombified" versions of the original photo, using elements such as dripping faces, exaggerated facial features and non-natural skin colors.

Colors: Bright pinks, blues, and greens with dark undertones.

Motifs: Melting flesh, zombies, and exaggerated facial features.



Hacker

The Hacker aesthetic is based around computer hacking, a term for utilizing computers through non-standard means, and the corresponding subculture of Hacker culture built around it. Dimly lit rooms with electronics, green terminal screens, ASCII art, and Leetspeak. Symbolized by the Guy Fawkes mask and themes of anonymity.

Colors: Green, black, and neon accents.

Motifs: Digital rain, code, and anonymous masks.

General Info: Rooted in 1960s hacker culture, emphasizing freedom of information. Associated with both ethical (White Hat) and unethical (Black Hat) hacking.



Helvetica Aqua Aero

Helvetica Aqua Aero (also known as Frutiger Aqua, Aquacore, Low Frutiger, or simply Helvetica Aqua) is a Frutiger Aero sub-genre characterized by its use of imagery related to tropical water habitats. Common motifs include aqua life, bubbles, water, aquatic colors and other key elements of the ocean. Tropical, aquatic visuals with glossy textures, gradients, and 3D-rendered objects. Features fish, dolphins, and beach environments.

Colors: Blues, greens, and yellows.

Motifs: Fish, palm trees, and seashells.

General Info: A subgenre of Frutiger Aero, popular in the Early-2000s. Often used in child-friendly and corporate designs.



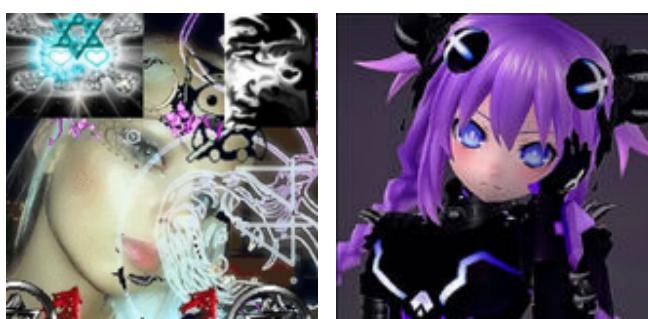
Hermaphroditus

Hermaphroditus is an aesthetic inspired by the Greek god of the same name, created by a transgender woman to romanticize both trans and intersex bodies. In mythology, Hermaphroditus, the child of Hermes and Aphrodite, was raised by naiads on Mount Ida. At fifteen, he wandered to Caria, where the nymph Salmacis, enamored by him, attempted seduction. After he rejected her, she prayed to be united with him forever. The gods granted her wish, merging their bodies into one, making Hermaphroditus an androgynous being. He then cursed the pool where this transformation occurred, ensuring all who bathed there would share his fate.



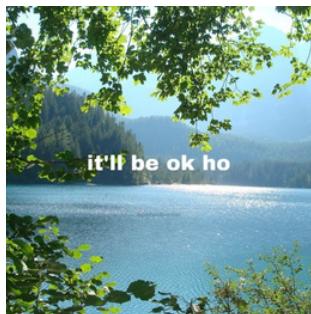
HexD

HexD is a microgenre that emerged in the late 2010s, pioneered by the Hexcastcrew collective. It features a bitcrushed lo-bit sound, often speeding up and pitch-shifting tracks, drawing from cloud rap and trance music. The genre gained prominence when Stacy Minajj released Rare RCB hexD.mp3 in 2019, remixing Reptilian Club Boyz songs in the HexD style. HexD has two main branches: Surge (Crushed Trap), which focuses on hip-hop and cloud rap, and Sextrance (Crushed Trance), a fusion with trance, freeform hardcore, and EDM, featuring fast tempos, distorted synths, and nostalgic Y2K visuals influenced by 2000s anime and gaming culture. The aesthetic of HexD includes low-quality, heavily edited imagery with anime, 2000s internet graphics, gaming references, and influences from Emo, Scene, Blingeecore, and Frutiger Aero.



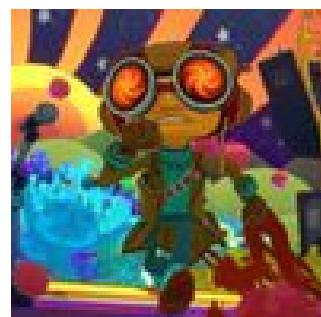
Hopecore

Hopecore is an aesthetic and philosophy based on hope and humanity. It focuses on the human condition and the special everyday interactions with nature, other humans, and even inanimate objects. Hopecore is not necessarily religious but it definitely is spiritual and commonly accompanied by a strong sense of sonder.



Imaginarium

Imaginarium is an aesthetic that captures pure imagination, creativity, and inspiration, often expressed through abstract, colorful, and playful visuals. While not inherently childish, it incorporates dreamlike elements, vibrant colors, and fantastical motifs, resembling a surreal, alternative world. Unlike Kidcore or Psychedelia, it focuses on imaginative reinterpretation of familiar themes rather than nostalgia or altered states. Imaginarium allows for both whimsical and eerie expressions, maintaining a creative atmosphere. It is not tied to a specific medium or style, emphasizing presentation over strict rules.



Indie Kid/Kid core

Indie Kid centers around bright colors, 2000s-style fashion and a skater lifestyle. It rose to fame in 2020 on TikTok. This resurgence differs from the original Indie style which did not include such bright colors and was considered more "alternative" by today's standards. Indie Kid was also influenced by Kidcore, Cuddle Party, and Skater. Kidcore is a nostalgic aesthetic focused on bright colors and childhood themes, drawing inspiration from 90s cultural icons, toys, and media. It emphasizes primary colors, cartoons, and accessories over pastels and baby items (as seen in Babycore).



Kawaii Gamer

Kawaii Gamer, also known as Pastel E-Girl or Gamer Girl, is a Westernized take on Kawaii, popular among gamers, Twitch streamers, and anime fans, especially during the 2020 TikTok era. It blends gaming culture with pastel aesthetics, maximalist room decor, and feminine fashion inspired by E-Girl, Soft Girl, and Animecore styles. Common visuals include pink gaming setups, customized keyboards, plushies, LED lights, and anime-inspired decor. The aesthetic challenges traditional male-dominated gaming aesthetics, embracing femininity while incorporating tech and gaming culture.



Kawaii Warrior

Kawaii Warrior is an aesthetic considered a mixture of Scene, Furry, and Old Emo Art Style. It heavily features bright colors and anthropomorphic animals, and was most popular in the late 2000s and early 2010s, when Sparkledogs were at the height of their popularity. Although confused for Poster Gal, Kawaii Warrior differentiates from Poster Gal due to Kawaii Warrior being more prominent in the late 2000s, having a less nerdy tone, and featuring animal characters extensively, with a few exceptions.



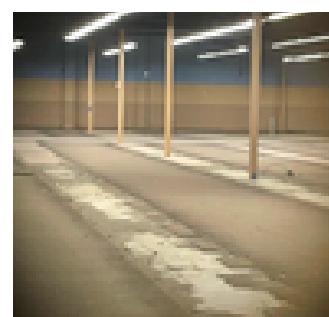
Korean Cozy Beige

Korean Cozy Beige is a minimalist aesthetic in Korea focused on neutral-toned images of domestic life, cafes, and travel, often shared on Instagram and Pinterest. It features a warm, cohesive palette of beige, ivory, and brown with natural lighting. Common subjects include trendy cafes, home cafe drinks, and minimalist interiors. Fashion is casual and comfortable, with relaxed fits and soft fabrics. Makeup is minimal, emphasizing natural beauty with subtle eyeliner and ombre lips. Accessories are dainty and understated. The aesthetic pairs well with calming lo-fi music or soft K-pop tracks, promoting a cozy and stress-free lifestyle.



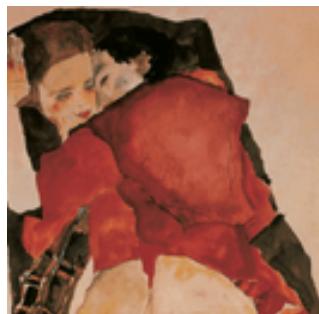
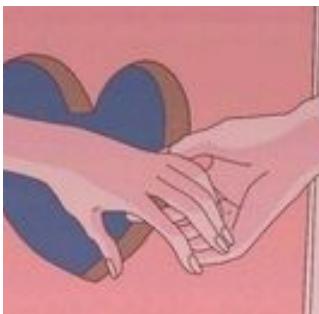
Liminal Space

Liminal Space aesthetics revolve around images of transitional, empty spaces like malls, parking lots, and hallways, evoking feelings of eeriness, nostalgia, and apprehension. The aesthetic is defined by the absence of people, a frozen and slightly unsettling appearance, and a sense of familiarity. Colors often include cool-toned fluorescent lighting, muted pastels, and desaturated tones. Motifs include late 20th-century architecture, linoleum tiles, and dreamlike, empty environments. Popularized by a 2019 4chan thread, Liminal Space draws inspiration from films like *The Shining* and urban legends like *The Backrooms*. It often overlaps with aesthetics like Dreamcore and Haontology, appealing to those who find nostalgia or unease in abandoned or transitional spaces.



Lovecore

Lovecore is an aesthetic centered around the visual culture of romantic love and infatuation. It focuses on affectionate, dopamine-filled relationships, whether requited or unrequited, and avoids the more mature or erotic aspects of love. Colors typically include red, pink, and white, with motifs like hearts, Cupid, love letters, vintage Valentine's Day cards, and anime-inspired visuals. Originating on Tumblr, Lovecore has spread to platforms like TikTok and Pinterest. It often incorporates vintage elements, anime edits, and Rococo-inspired artwork. Lovecore fashion includes satin dresses, angel wings, and graphic t-shirts with romantic themes, appealing to those who enjoy romance fiction or celebrate love in a whimsical, idealized way.



Major League Gaming

Major League Gaming (MLG) is a meme aesthetic that parodies professional gaming montages, featuring flashy, over-the-top edits and references to esports. The aesthetic is characterized by bright, rainbow-like colors and neon tones, with motifs like Call of Duty clips, Doritos, Mountain Dew, and dubstep music. Popular from 2013 to 2017, MLG memes often include compilations of esports highlights, exaggerated gaming skills, and random references to popular media. MLG is considered part of the "Dank Meme Era" and has influenced later meme aesthetics like Surreal Memes and Deep Fried Memes.



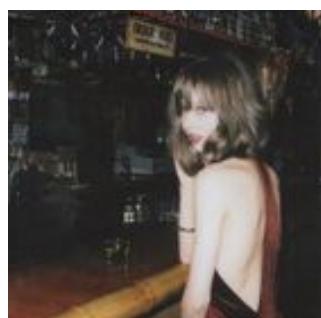
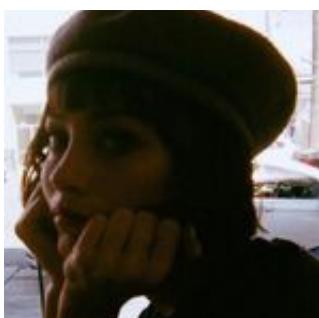
Malwarecore

Malwarecore is an internet aesthetic that evolves around the sketchy corners of the internet. One very important aspect to this aesthetic is that it is from the perspective of a victim to cybercrime, not the attacker. Some characteristics of this aesthetic are fake download buttons, error messages, fake Microsoft tech scammer support pop ups, piracy websites, adware, fake installers, and web pages littered with suspicious ads.



Messy French It Girl

The Messy French It Girl aesthetic is a modern, laid-back take on the classic French It Girl, blending effortless elegance with a hint of chaos. It swaps traditional stripes and berets for understated luxury, spontaneity, and a touch of grunge, intersecting with Rockstar Girlfriend and Coquette styles. This aesthetic embraces quiet opulence—think Chanel pumps with an oversized button-down, early mornings with a cigarette and champagne, and an effortlessly chic yet slightly undone look. Popularized through TikTok, it reflects modern francophilia but often upholds exclusivity tied to class, race, and body standards.



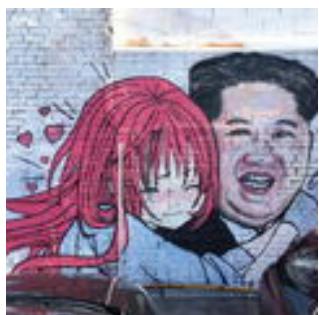
Mizuiro

Mizuiro (水色, "water color") is a Japanese Kawaii aesthetic centered around a light blue palette, Otaku culture, and a melancholic mood. Closely linked to Cybercore, it incorporates blue-and-white Kawaii Gamer setups, often inspired by Sanrio's Cinnamoroll. The aesthetic resurged in the 2020s, mistakenly called Tenshi Kaiwai by Western fans. Popularized by idol Ano and tracksuit fashion, Mizuiro blends soft, sporty, and techwear elements. It features anime figures, gaming setups, and industrial cityscapes. TikTok creators showcase Mizuiro fashion—tracksuits, maid-inspired “Jersey Maid” outfits, and cyber visuals—often paired with electronic dance or VOCALOID music.



Moe Swag

Moe Swag, or Gangstas with Waifus, is a meme aesthetic blending gangster culture with moe anime girls through edits, graffiti, and music. It features gangsters, rappers, and controversial figures juxtaposed with cute anime characters. The humor comes from the clash of gritty realism and whimsical fiction. Music tied to Moe Swag includes Future Funk remixes, meme rap, and genres like Breakcore and J-core. Artists like Moe Shop, Hentai Dude, and Pink Guy contribute to its sound, often with satirical lyrics about anime obsession.



Morute

Morute is an aesthetic blending hyper-feminine childhood imagery with darker themes like true crime and American Gothic. It emerged from the music of Nicole Dollanganger and influencers like Jess Woods, with visuals reflecting trauma such as abuse, self-destruction, and religious guilt. The aesthetic juxtaposes cute, girly elements with morbid subjects, often exploring themes of innocence corrupted by trauma. While it gained popularity on Tumblr, it has since declined due to controversies, community conflicts, and the rise of similar aesthetics like Traumacore. Morute's revival on TikTok reinterprets its visuals with more exaggerated fashion and faster-paced music.



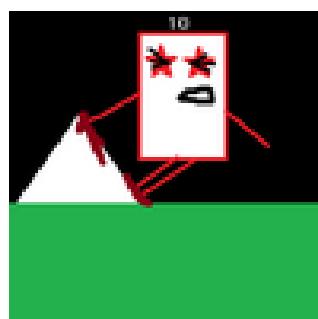
Mossy

Mossy is an aesthetic that focuses on forest and moss related things and objects. The main focus is dark, mossy forests and sometimes things like fungi and liverworts are prevalent. The main colour scheme is mostly various, usually dark, shades of green, browns and other natural hues, and light/bright colours almost never pop up. Man made objects in this aesthetic include, but are not limited to, shacks, huts and cabins. This aesthetic is closely related to other forest-themed aesthetics like Forestpunk, Cottagecore, and Mushroomcore.



MS Paint

MS Paint is a subgenre of Old Web aesthetic, characterized by digital drawings using solid colors and lines, often created in Microsoft's bundled image editor, Paint. It originated from early digital art tools like Ivan Sutherland's Sketchpad (1963) and the Xerox Alto's "Draw" program (1972), which influenced programs like MS Paint. The aesthetic includes simplistic art, often created with basic tools, and is associated with themes like memes, comics, and nostalgic creations. Popular examples include "Booby Tales," "Nyan~ Neko Sugar Girls," and "Homestuck." It is known for its childish, low-quality, or playful look, often featuring simple shapes and emoticons.

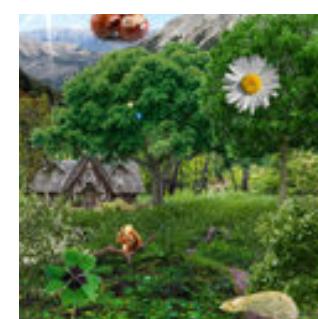
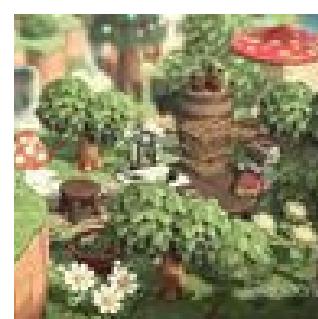
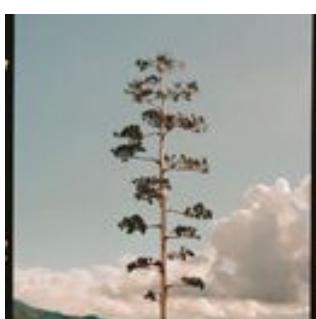


Naturecore

Naturecore is an aesthetic surrounding the theme of animals and other nature related things (ie. plants, forests, flowers, etc). It is similar to aesthetics like Earthcore and Cottagecore. Imagery of nature evokes a biophilic feel.

Naturecore visuals, unsurprisingly, focus a lot on nature and the idyllic and often romanticized version of being out in nature. That is, a serenity, solitude, and quiet broken only by the chirping of birds and the gentle rustling of leaves. Of course, that's not to stop Naturecore from going into some of the darker elements of nature (like the Cycle of Life, poisonous plants, and just the general struggle of the animal and plant kingdoms within nature), which can lead to some crossover with Vulture Culture. Sometimes, though, it invites out a call for adventure to seek out the unknown.

Images of nature, particularly forests, are very commonly used as phone and desktop wallpapers.



Necrotrap

Necrotrap is a niche subgenre of Trap Metal that emerged in the early 2020s from the SoundCloud underground rap scene. It features dark, disturbing lyrics often related to death, violence, suicide, drugs, and terrorism, and is characterized by distorted vocals, experimental beats, and provocative visuals. Founded by Canadian rapper GOREJIT and the collective NECROSOCIETY, it blends elements of Trap Metal and Middle Eastern warfare themes, with production often using Memphis samples.

The genre's visual aesthetic is shock-focused, with graphic depictions of violence and terrorism, while vocal styles evolved from whispering to fry screams and growls. Despite these controversies, Necrotrap has fostered a supportive community among its artists, though it has faced internal drama and declines in popularity.



Nerdcore

Nerdcore is a music genre and internet aesthetic that blends hip-hop with "nerdy" subjects like video games, sci-fi, and internet culture. Originating in the late 1990s, it was popularized by MC Frontalot and features braggadocious lyrics celebrating nerdiness. The visual style often includes video game and tech references, with a focus on album covers depicting artists in nerdy environments. Nerdcore music varies but usually focuses on themes like Star Wars, programming, and anime, with later subgenres like Otacore emerging, emphasizing Japanese pop culture.



Old Emo Art Style

The Old Emo Art Style, popular in the 2000s and early 2010s, is associated with alternative music genres and early internet culture. It draws influence from Emo and Scene communities, as well as shows like Invader Zim and Death Note. Characterized by sketchy, jagged line art, thin, stick-figure bodies, large, often pupil-less eyes, and exaggerated proportions, the style mirrors the dark, edgy aesthetic of the time. The influence of anime and alternative culture helped shape its distinctive look.



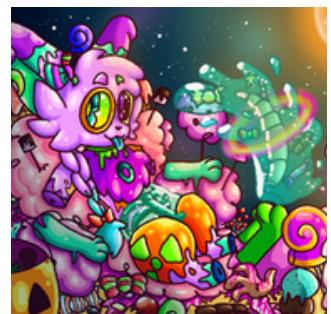
Old Money

Old Money is an aesthetic centered around inherited wealth, characterized by understated elegance and a classic style. It contrasts with New Money, which refers to individuals who acquired wealth through more recent success. Old Money is associated with WASP culture in the U.S. and noble titles in Europe, often linked to the Preppy aesthetic. This aesthetic emphasizes quality, muted colors, and refined fashion, avoiding ostentation. Old Money fashion is often called "stealth wealth" or "quiet luxury." In media, it's often paired with themes of emotional repression and conflict with New Money, highlighting differences in class and taste.



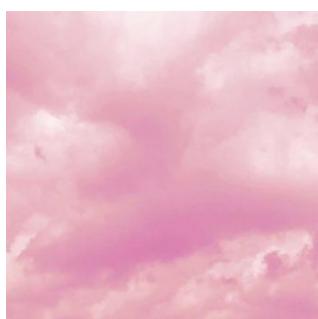
Pastel Gore

Pastel Gore is an internet aesthetic blending gore with pastel colors, often replacing traditional gruesome elements like blood and organs with candy, slime, and cute motifs. It's influenced by Gurokawa and Pastel Goth fashion, and sometimes includes body horror. Popular among Gen Z in the late 2010s, it features graphic yet cartoonish depictions of gore, often in pastel-colored outfits. A related subgenre, Candy Gore, swaps blood and organs for candy or fruit. Jack Stauber and the web series Happy Tree Friends are notable influences.



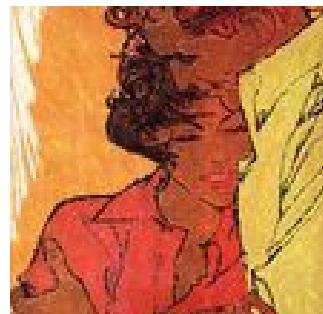
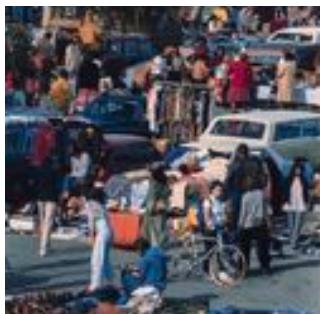
Pastels

Pastels is an aesthetic based on pale, soft colors created by mixing white with original shades. Known for evoking calmness and nostalgia, pastels are linked to Kawaii and cute culture. They're commonly seen in fashion, art, stationery, food, décor, and photography. In the 1980s, pastels gained popularity in men's fashion, especially through the TV show Miami Vice. Today, pastels are often associated with children and girls, appearing in baby clothes and more.



Peoplehood

Peoplehood is an aesthetic revolving around common acts of kindness and intimacy that are present in daily life. This aesthetic stems from a shared admiration for poetry, quotes from literature, music, and artworks that exalt human connection. There is heavy emphasis on creating patterns between certain imagery and motifs through moodboards and compilations/parallels/web-weaving (explained below). Certain works have become incredibly well-known and venerated in those circles, with those being the subject of many compilations and even memes. Some of the most popular include: "The Orange" by Wendy Cope, multiple Ocean Vuong poems, and "The Two-Headed Calf" by Laura Gilpin. Peoplehood is a continuation of the yearning culture present in Dark Academia and Cottagecore communities, as well as the sentiment present on TikTok about being the "main character" in one's own life and the necessity of romanticization for positive mental health.



Phony Bureaucracy

Phony Bureaucracy is a term used to describe the aesthetic of unsettling but ultimately phony bureaucratic and informational media. These can include posters, videos, broadcasts, letters, or any other forms of media that follow the aesthetics of official (often government) propaganda, except that they are sinister in tone, ominously describing nightmarish or unworldly events. Arguably, the most effective examples of this aesthetic are pieces of media that could be mistaken as real. Fear of emergency alert systems in general may contribute to this feeling of unease.

**EVER DREAM
THIS MAN?**



Every night, all over the world, hundreds of people see this face in their dreams. If this face sounds so familiar...

REMEMBER!

IF A FUTURE YOU TRIES TO WARN YOU
ABOUT THIS TEST,



DON'T LISTEN.



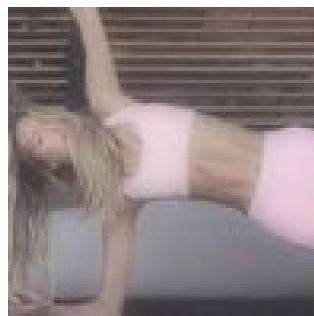
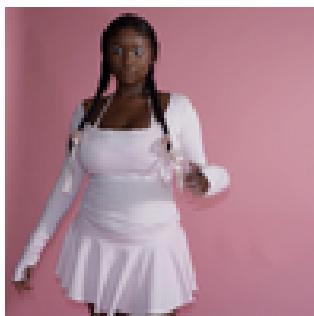
Pink Parisian

Pink Parisian is a girly aesthetic inspired by mid-20th century Paris, luxury brands, French fashion, and Old Hollywood. It emphasizes self-care, romance, and sophistication, often with a hyperfeminine twist. Popular on Tumblr in the 2010s, it draws influence from vintage fashion houses like Chanel and Dior, and celebrities like Audrey Hepburn and Blair Waldorf. The aesthetic includes pastel colors, luxe fabrics (satin, velvet, lace), and perfume, especially from French brands. It also celebrates Parisian architecture, with a focus on Belle Époque and Rococo styles, and luxurious home decor. Music from the 1930s-60s, as well as contemporary artists with a similar vibe, complements the aesthetic.



Pink Pilates Princess

A Pink Pilates Princess is defined on Urban Dictionary as "a girl who spends her time working out, making green juices and smoothies and chugs green tea every night". In short, the Pink Pilates Princess aesthetic is a girlier version of the That Girl aesthetic; featuring elements of the Coquette (specifically Dollette and Waif), Balletcore, Clean Girl, Wonyoungism, and VS angel aesthetics, as well as girly and hyperfeminine aesthetics in general. There is great emphasis placed on one's wellness journey, pulling it off in a head to toe model off-duty, yet still hyperfeminine look.



Politicalwave

Politicalwave refers to internet aesthetics that blend Vaporwave and Synthwave visuals with political agendas. These aesthetics often serve propagandistic purposes and cover a wide range of political ideologies, including controversial ones. Examples include Laborwave, Fashwave, and Militarywave. These subgenres, originating from platforms like Reddit and TikTok, use retro aesthetics to appeal to younger, impressionable audiences and promote ideologies from both the far-left and far-right. The political elements are often criticized for being used to spread radical views, manipulate youth, and distort historical events for ideological gain.



Poster Gal

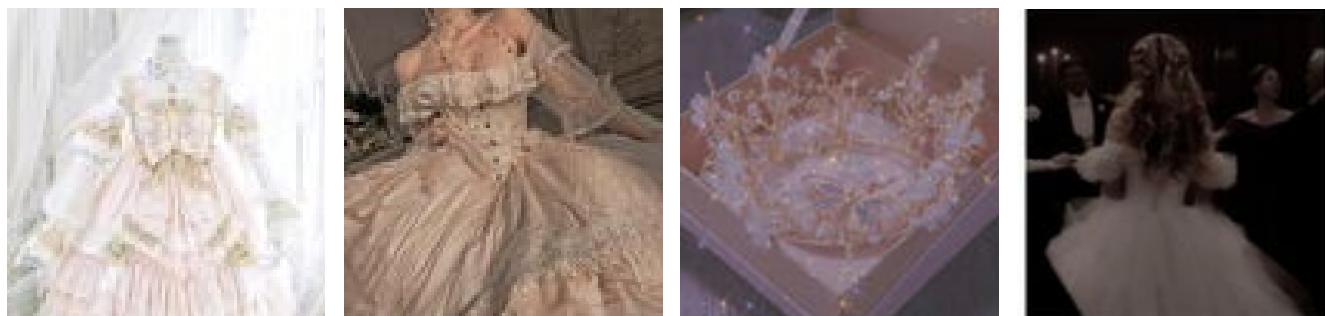
Poster Gal, or Y2K Chibi, was a popular aesthetic from 2002 to 2013, characterized by a feminine, nerdy vibe with anime-inspired art and pop culture references. It featured stylized, exaggerated Chibi art with Western animation influences, and often included low-quality airbrush shading and visible pixels. The term "Poster Gal" was coined in 2023 by Shade Amburgey, inspired by how fans covered their walls with posters and fan art. The style grew with the rise of deviantART in the early 2000s, with artists like Brianna Garcia popularizing it. Over time, the aesthetic faded, though its offshoot, Kawaii Warrior, persists.



Princesscore

Princesscore is an aesthetic based on the life, fashion, and mannerisms of a princess, specifically historical European princesses and Fairytale princesses. It is a subgenre of Royalcore. It is about the visual: looking like a princess, but also the behavior: being poised, educated and well-mannered, but most importantly, having all the qualities to take reign. The main subtype of Princesscore is Pink Princess.

The atmosphere is strongly linked to the position of a princess, because it reflects the cultural traditions and various aspects of her life. Besides, this asks or answers various questions about her status and unknown future.



Quality Tumblr

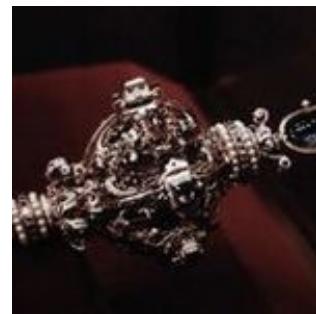
Quality Tumblr is an aesthetic originating from the eponymous website circa 2012. It shares elements with Basic Girl and 2014 Girly and has an audience primarily consisting of teenage girls. Quality Tumblr's specific visuals are brightly colored images of certain products and branding that were popular amongst the demographic. Additionally, other trends of that era, such as certain films and novels, quotes, and different fashions are included.

The Quality Tumblr aesthetic emerged as a visual style and expression within the Tumblr platform, which gained popularity in the late 2000s and early 2010s. Tumblr, founded in 2007, became known as a microblogging and social networking platform that allowed users to share various forms of media, including images, text, and multimedia content.



Queencore

Queencore is a regal, mature variant of Princesscore and a subgenre of Royalcore, drawing from historical matriarchs like Queen Elizabeth II and Princess Diana. It reflects the grace and leadership of queens through hardship, blending historical and modern influences. Visually, it includes castle interiors, throne rooms, and gardens. Fashion can be historically inspired (e.g., Queen Victoria) or modernized (e.g., Kate Middleton), featuring embroidery, jewel embellishments, rich colors, and long sleeves. Fictional inspirations include Cersei Lannister and Queen Calanthe.



Red Academia

Red Academia is an academia aesthetic that revolves around the pursuit of knowledge through reading, writing and research. It is ideologically similar to its other Academia counterparts, but follows a distinctly red and gold color scheme, giving it a more lavish and luxurious effect in comparison to its counterparts because of this. It's visually reminiscent of the aesthetic of Gryffindor from Harry Potter.

Red Academia showcases a more royal version of other Academia styles. It has a very high class look to it, which in turn its fashion inheritances.



Renewable Corporate Utopia

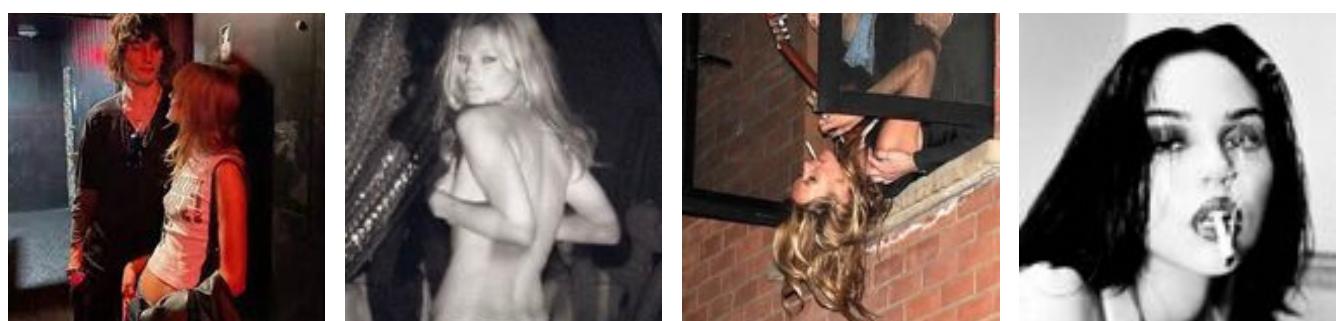
Renewable Corporate Utopia (RCU), also known as Stock Eco Office or Stecoffism, is a subgenre of Frutiger Eco and Corporate aesthetics. Emerging in the early 2010s, it blended corporate office imagery with eco-friendly, utopian themes, reflecting the era's environmental concerns. RCU was widely used in corporate marketing and textbooks but declined in the late 2010s with the rise of Corporate Memphis. It features clean office spaces, bright lighting, greenery, and minimalistic design with rounded fonts and colors like green, blue, and pale yellow. Unlike Frutiger Aero, it omits glossy, abstract elements, focusing on corporate neatness and sustainability.



Rockstar GF

The Rockstar Girlfriend (Rockstar GF) aesthetic emulates the edgy yet romantic style of famous rock musicians' girlfriends, blending grunge, indie sleaze, and dark coquette elements. Rising in popularity through TikTok post-2022, it reflects hedonism, non-stop partying, and 70s–90s rock culture.

While the aesthetic is a visual style, the Rockstar GF trope refers to the cultural stereotype of these women as status symbols for musicians. Influenced by groupie culture, it often idealizes power imbalances, youth, and toxic relationships. The aesthetic features black, white, and red tones, messy lo-fi photography, and themes of rebellion, beauty, and indulgence.



Romantic Chinese Village

The romanticization of rural Chinese life has long been a theme in literature, poetry, and art, now gaining popularity on Douyin through cinematic videos showcasing traditional cooking, crafting, and village landscapes. This trend, pioneered by Liziqi in 2015, highlights serene village scenes, sloped-roof architecture, and intergenerational traditions. Videos often depict farm-to-table cooking, handicrafts, and communal living, emphasizing beauty and heritage while omitting the hardships of rural life.



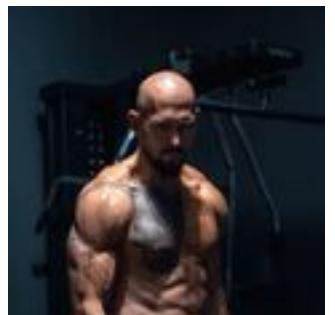
Sadpeople

Sadpeople, split into Sadgirls and Sadbois, is a mid-2010s Tumblr aesthetic featuring black-and-white anime edits, Vaporwave visuals, cigarettes, and themes of depression and self-harm. It rose alongside Emo Rap artists like XXXTentacion and Lil Peep, focusing on isolation and mental struggles rather than trauma. Fashion varies from Normcore to Grunge, with Sadgirls incorporating E-Girl influences. A related meme aesthetic, Simpsonwave (or Sadboi Bart), combines The Simpsons with glitch art and melancholic music.



Sigma

Sigma is an internet meme and character trope portraying "Sigma Males" as lone wolves—Independent, self-sufficient, wealthy, and hyper-masculine. It draws from films like American Psycho and The Wolf of Wall Street and is closely tied to hustle culture and toxic masculinity. The movement gained traction in the early 2020s, popularized by figures like Andrew Tate and associated with gym culture, Drift Phonk music, and financial success. However, it has been widely criticized for misogyny, unrealistic masculinity, glorification of serial killers, and ties to incel ideology. By 2023, "Sigma" had become a satirical meme.



Silicon Dreams

Silicon Dreams, also known as Old CGI or Retro CGI, refers to the surreal, low-poly visuals of early CGI from the mid-1980s to early 2000s. It features simple textures, sparse landscapes, and surreal environments due to technical limitations. Emerging in the 1980s through TV bumpers, ads, and Pixar shorts, CGI gained mainstream traction in the 1990s with films like Toy Story (1995). By the mid-2000s, CGI had advanced, but the aesthetic was revived in the 2010s through Vaporwave, Seapunk, and Y2K Futurism. It remains influential in nostalgic music videos, internet art, and low-poly gaming aesthetics.



Slavic Violence Tumblr

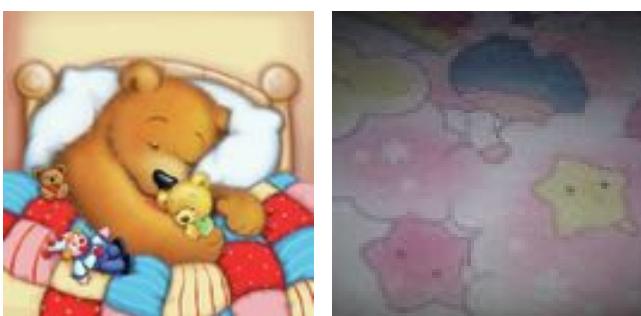
Or Balkan Violence Tumblr was an aesthetic community where users curated blogs featuring images of Eastern European paramilitary groups, Russian Orthodox iconography, gore, weapons, and bondage. It often overlapped with themes like Soviet nostalgia, Irish independence, and Sacricore. Common imagery included young Eastern European men in military attire, balaclavas, and staged photoshoots with submissive, Slavic Doll-like women, reinforcing the aesthetic's dark, militaristic tone.



Sleepycore

Sleepycore (also known as Sleepcore) is a aesthetic that focuses on images that involve things associated with bedtime or sleeping. It is similar to Yume Kawaii, minus the kawaii imagery. It is commonly depicted with dreamy nostalgia.

Sleepycore is based around imagery mixed with plushies, stuffed animals, and pastel colors. It is rarely mixed with Yume Kawaii. But unlike Sleepycore, Yume Kawaii focuses on Japanese kawaii imagery, while Sleepycore does not.



So Retro

So Retro is an ironic term for a meme aesthetic where artists attempt to replicate 8-bit or 16-bit styles but fail, resulting in low-effort, inaccurate pixel art. Also called "Trashy Retro" or "Retrocore," it often includes MS Paint-style drawings and references old games like Super Mario and Sonic. It now also describes retro low-poly games with modern graphical elements, creating an intentionally offbeat look.



Soft Grunge

Soft Grunge (or Pale Grunge) is a Tumblr-born aesthetic from 2013–2015, blending grunge elements with a clean, melancholic look. It features a muted color palette (white, gray, black, green, blue) and often conveys themes of sadness or '90s nostalgia. Despite its "grunge" label, it was mainstream, overlapping with alternative, emo, pop, and indie fashion and music trends. Tumblr's tight-knit community fueled a "not-like-other-girls" attitude. The aesthetic declined but briefly resurfaced in 2020 due to nostalgia. Soft Grunge also emphasized minimalist decor, plants, and a polished take on traditional grunge aesthetics.



Soft Macabre

Soft Macabre is an aesthetic that evokes both creepiness and softness at the same time. Unlike something like Pastel Gore, Soft Macabre is purely black and white, and is usually more about photography than it is art. Soft Macabre is grungy in its visuals, with grains and other messy filters being a key part of the Soft Macabre aesthetic.

Soft Macabre photos have creepiness with soft vibes co-existing. Images are given a black and white filter, and then a grainy filter over it. The point of Soft Macabre is to evoke the feelings of sadness and loneliness in what may just be normal or even happy images.

Soft Macabre borrows from dark alternative fashion, such as emo or goth, and adds "softer" or "cuter" arrangements. Soft Macabre may also influenced by grunge fashion. It may be similar to aesthetics such as pastel goth or soft grunge.



Southern Gothic

Southern Gothic is a literary and fashion genre rooted in the culture of the American South, critiquing racism, sexism, classism, and the decaying economy. Originating in 19th-20th century literature, it later evolved on Tumblr in the 2010s into "regional gothic," emphasizing liminal spaces, modern iconography, evangelicalism, and controversial hillbilly horror tropes. The aesthetic's visual elements evoke decay, social inequalities, and the tension between the South's plantation class, poor whites, and Black people. The 2020s saw a revival through artists like Ethel Cain, blending music, imagery, and themes from the genre. Southern Gothic music, including Gothic Country, draws on the region's folk traditions and addresses poverty, religion, and death.



Spacecore

Spacecore, also known as Astrocore or Cosmiccore, is an aesthetic focused on astronomy, stars, and planets. It features celestial imagery such as galaxies, moons, and rockets, with influences from Retro-Futurism and Space-Age styles. Fashion within Spacecore often includes galaxy prints, tulle, glitter, and space-themed elements, ranging from casual to formal looks. The aesthetic is closely tied to futuristic and sci-fi media, including the Star Wars franchise, Interstellar, and Ad Astra. Spacecore also draws from Chinese cultivation novels where characters manipulate stars or outer space. A subtype, Space Cowboy, incorporates a western space theme.



Strega

Strega is a fashion and aesthetic style centered around the concept of a forest witch, drawing from the Goth subculture and inspired by witchcraft and nature. It became popular in the mid-2010s and blends dark, layered clothing with earthy tones like black, brown, and dark green. The style features symbolism such as pentagrams, antlers, and feathers, as well as practical elements like loose garments and high boots. Strega's aesthetic is ethereal, mystical, and rooted in folklore, drawing influence from Pre-Raphaelite art, Victorian fairy imagery, and Gothic music. It shares similarities with Mori Kei but incorporates darker tones and a more mystical, witchy vibe.



Tacticool

Tacticool is an aesthetic combining military wear and tactical gear, popular in the Airsoft community and cosplay. It often features high-end firearm replicas and accessories, with an emphasis on impractical or exaggerated gear. The term originated on 4Chan, initially used negatively to describe excessive weapon modifications, but later adopted by enthusiasts. The aesthetic is associated with militaristic individuals, weapon collectors, and fans of warfare media like Call of Duty. Tacticool fashion draws from special forces gear, including tight combat shirts, plate carrier vests, and tactical accessories. Recent trends blend it with paramilitary and civilian clothing, like jeans and flannel shirts. It also appears in anime, with characters outfitted in tactical gear.



Teenage Dream

Teenage Dream is a visual aesthetic which revolves around teenagers and young adults living their best lives. These candid photographs capture the organic moments of people having fun and socializing together. It is related to High School Dream.

Some of the activities also linked to this aesthetic including vandalism, underage drinking, skipping school.



That Girl

That Girl is an aesthetic popularized on TikTok, later spreading to Pinterest and YouTube. It centers around women, typically college-aged to early thirties, showcasing productive, healthy, and self-care routines. These include fitness, organization, skincare, and mental health, all set within a clean, minimalist aesthetic. Inspired by self-help and wellness trends, it's aspirational, promoting self-improvement in mind, body, and spirit. However, it's criticized for promoting toxic productivity and unrealistic standards, often tied to hustle culture. The aesthetic features tidy spaces, healthy food, trendy apparel, and upbeat music, but is also seen as elitist and a reflection of a rigid, regimented lifestyle that may not suit everyone.



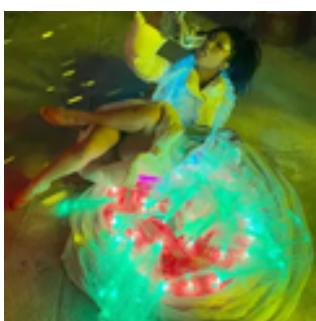
TikTok Preppy

TikTok Preppy, or simply "Preppy," is a Gen Z aesthetic that emerged around 2021, blending elements of the original preppy style with modern trends. It draws inspiration from New England WASP culture but is more accessible, often seen in school-age girls' outfits on TikTok, Instagram, and Pinterest. The style is cheerful, trendy, and associated with youthful themes. While influenced by Ivy League and tennis-inspired clothing, it also recalls the 2000s preppy look from characters like Cher in Clueless and the Plastics in Mean Girls. The aesthetic often includes social media-worthy visuals, with clothing from high-end brands like Lululemon, and affordable knockoffs from stores like Amazon.



Too Cool

Too Cool (土酷) is a Chinese fashion and cultural movement that reclaims rural, traditional styles once considered outdated and unfashionable. Originating on Chinese social media, it blends vibrant colors, DIY elements, and traditional Chinese motifs with early internet culture and ironic twists. Pioneered by influencer Liu Min (Princess Butterfly), it uses the term "tu" (土), meaning "soil," which was previously used to mock rural aesthetics, to empower and celebrate these elements. Too Cool challenges the stigma against rural fashion, embracing nostalgia, humor, and a mix of traditional and modern influences. It gained mainstream attention in 2020, sparking controversy when Balenciaga featured it in an ad.



Traumacore

Traumacore is an aesthetic that combines themes of abuse, particularly childhood trauma and sexual abuse, with cute visuals to create a "bittersweet tragedy" feel. It often includes dark messages and imagery such as Hello Kitty, Dreamcore, and nostalgic childhood references. Though debated as an aesthetic, it serves as a form of visual journaling for trauma survivors. It's controversial because it's considered inappropriate for those without trauma to adopt it, as it may romanticize serious issues. The aesthetic draws from the "rotting" and "victim of a horror movie" themes, blending innocence with unsettling imagery.



Trenchcore

Trenchcore is an aesthetic inspired by a romanticized version of early modern and industrial warfare (predominantly World War One). It is centered on ideas of strong bonds with your friends and standing up for causes you believe in. Common themes associated with it are loyalty, long-distance relationships (platonic or otherwise), and Vintage clothing. Trenchcore is related to other aesthetics such as Royalcore.



Trxsh

Trxsh (or Trash) is an internet subculture and aesthetic influenced by the Trash Gang collective, blending streetwear, urban culture, anime, and dark elements like devil motifs and smiley face masks. Originating in Slovenia in 2017, it grew internationally, influencing underground rap, skater culture, and subgenres like Simpsonwave. Trxsh is known for its AMVs featuring anime characters styled as "bad boys," with symbols like yellow and black hazard signs and the Trash Gang mask. However, by 2021, the aesthetic began fading due to commercialization, with the collective prioritizing profit over artistic integrity, leading to a decline in its originality.



Vanilla Girl

It is a visual and lifestyle aesthetic characterized by simplicity, nostalgia, gentle femininity, mindfulness and self-care. The aesthetic is inspired by the Clean Girl and Soft Girl aesthetics, which revolves around wearing predominantly white and cream colors and shades. The trend uses wardrobe essentials in a neutral-colored palette and barely-there makeup to achieve a natural, yet stylized, minimalistic appearance.



Vaporwave

Vaporwave is a retrofuturist music genre and aesthetic that emerged in the early 2010s, blending electronic music with samples and a distinct visual style inspired by 1980s-2000s culture, particularly Memphis Design and Y2K Futurism. It often critiques or parodies consumerism and capitalism through its use of nostalgic imagery, such as anime, classical sculptures, and corporate logos, combined with glitchy, surreal visuals. While often confused with Synthwave, which focuses on 1980s nostalgia, Vaporwave incorporates a broader timeline and a more ironic, dreamy tone. It gained popularity through online platforms like Bandcamp and YouTube, and has since expanded into subgenres like Future Funk, Mallsoft, and Vaportrap. Vaporwave also influences video games, movies, and has been adopted in advertising. The genre's roots in Hypnagogic Pop, characterized by altered 1980s-1990s samples, have evolved into more diverse styles, including ambient, cyberpunk, and experimental sounds.



Waif

Waif, also known as Girlblogger, Femcel, and Female Manipulator, is an aesthetic centered around rich, beautiful, self-destructive, and manipulative young women, often in their teens to twenties. It romanticizes the lifestyles of nepotism girls, models, ballet dancers, and boarding school students, blending glamour with themes of mental illness, narcissism, and toxic femininity. The aesthetic is influenced by Heroin Chic, Dark Nymphet, Tumblr Sad Girl, and the Pro-Ana community, as well as literature with unlikeable protagonists and the podcast The Red Scare. The aesthetic is characterized by washed-out, pale gray filters, and motifs include thin models, ballet imagery, Catholic school uniforms, cigarettes, and Diet Coke. It overlaps with Dark Coquette and Balletcore but is more controversial due to its celebration of toxicity and mental illness.



Warmcore

Warmcore is an aesthetic that is related to Cottagecore, Naturecore and other nature/farm-related aesthetics. The aesthetic related to things that make a person feel warm and fuzzy inside, with a hint of nostalgia. Warmcore aesthetics usually warm, bright lighting over a usually nature centered aesthetic. Its nostalgic quality can come from visuals just blurred or warm enough to feel slightly like happy memories.

The aesthetic is especially springy or summery, with bits of early fall.

Warmcore exhibits a wide array of warm colors, notably marigold orange, golden yellows, cream, tan, white, and light greens. Photos use these colors as well as blurred or warm-tinted filters to create the nostalgic, warm feeling present in the aesthetic.



Weirdcore

Weirdcore is a surreal aesthetic characterized by low-quality, amateur photography or images edited to evoke confusion, disorientation, dread, and nostalgia. It draws inspiration from the older internet (late 90s to mid-2000s), with elements like lo-fi photography, primitive digital graphics, and image compression. The images often feature incomplete or out-of-context messages, adding to the sense of alienation. While it can evoke fear, it can also trigger nostalgia or comfort, depending on the viewer. Liminal spaces and blurry photos are common, but not mandatory.



XO

XO is the aesthetic surrounding The Weeknd's early musical projects (House of Balloons, Thursday, EchoesOfSilence). It incorporates themes of late 2000s parties and the darker aspects of it, with elements of heavy drug usage, sex, manipulation, detachment, and depression. It is not meant to romanticize these topics, but to show the effects it can have on a person's sanity and morals.

The most recurring visuals are balloons, drugs, liminal spaces, and depressed women. Usually accompanied by messy amateurish dark black and white edits and the Helvetica Bold font. It heavily relies on taking things normally associated with fun and twisting them into something darker.



Xpiritualism

Xpiritualism is an internet art movement focusing on digital collage, blending Old Web culture, esotericism, New Age spirituality, and global aesthetics. Coined by 3rd.world.elite on Instagram, it features distorted, surreal imagery and encourages experimentation with art styles. While it shares similarities with Weirdcore, Xpiritualism incorporates diverse influences, including ancient art and spirituality, often with a more eclectic approach. It is not a rigid style but a supportive community of artists. Though sometimes called "Yabujincore" or "CurseWeb," the term "Xpiritualism" is preferred. It's about innovation and exploring spirituality and multiculturalism through digital art.



Mushroomcore

Mushroomcore is the aesthetic of mushrooms. Unlike its similar aesthetics Goblincore, Fairycore, and Cottagecore, this aesthetic is solely focused on mushrooms and nature. Different types of mushrooms are always used.

"The Fairy Circle" is believed to be a portal to the spirit realm as told In many folklore tales. Mushrooms are often associated with the underworld, this is due to the fact that mushrooms decompose dead matter and are linked to the rebirth and recycling of dead matter.

Mushrooms can also depict characteristics of good fortune and represent rapid growth. These are all themes that the Mushroomcore aesthetic seeks to portray and admire.



Larpercore

Larpercore, also known as "Discord LARP Clans," is an internet subculture that emerged in the early-2020s within underground Discord communities. It involves individuals adopting edgy, transgressive online personas, often organized into groups called "clans." These groups engage in disruptive behavior, such as cyberbullying, Discord raids, and even illegal activities like extortion and distributing shock content. The aesthetic is characterized by dark, muted tones with occasional neon accents, and motifs include Unicode symbols in usernames, militaristic hierarchies, and shock content. Larpercore groups often present themselves as "anti-degenerate" forces, targeting fandoms like furries or Gacha Life fans, but their methods are frequently harmful and contradictory. The subculture is primarily associated with teenagers and is heavily influenced by Discord and 4chan culture.



Clowncore

Clowncore (or Circuscore) revolves around clowns, mimes, jesters, and carnival themes, often evoking childhood nostalgia. It features bright, playful visuals, similar to Kidcore, but can also include horror elements (creepy clowns) or adult content (clussy). Pastel Clowncore uses soft colors and is more associated with Babycore, while Dark Clowncore embraces eerie, gothic, and gory aesthetics, often influenced by comic book villains like The Joker. Mimecore focuses on mimicking mimes with black and white outfits and silent gestures, often considered part of the Clowncore aesthetic.

