

# NOSTALNOW

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CULTURE FLASH

PRESS  TO BEGIN

Inspired by...

# Natsukashii

懐かしい

(Japanese)

*Used to describe a sudden euphoric sense of nostalgia, ignited by small things or experiences that bring back loving memories. Unique to Japanese culture, this notion of nostalgia focuses on positive associations, expressing joy and gratitude for what once was.*

**The future is here.  
And we don't want it.  
We want nostalnow.**

Driven by this desire to push against the new normal of digital, pockets of the digital landscape are manifesting new-old behaviours. Reinterpreting new digital experiences through an analogue lens.

This months Culture Flash is inspired by nostalgia's profound impact on our collective digital behaviours and its significance in connecting with audiences.





Tommy Jeans 'Denim Progressed' SS23

**Each digital community has its unique way of adopting and manifesting nostalgic cues, even if they aren't fully aware they're doing it.**

These new expressions are challenging conventions in various realms such as gaming, photography, fashion, music, and more. Indicating the continued desire to look to the past for inspiration to shape things today.

By leaning into this deep longing for what has been, Gen Z audiences are reshaping norms and creating new paradigms that offer exciting territories for brands to tap into.

# Unmistakable rise in Gen Z's fascination with nostalgic topics

>35%

of Gen Z say they feel nostalgic for the 1990s – a decade when some were very young, and some weren't even born yet.

15%

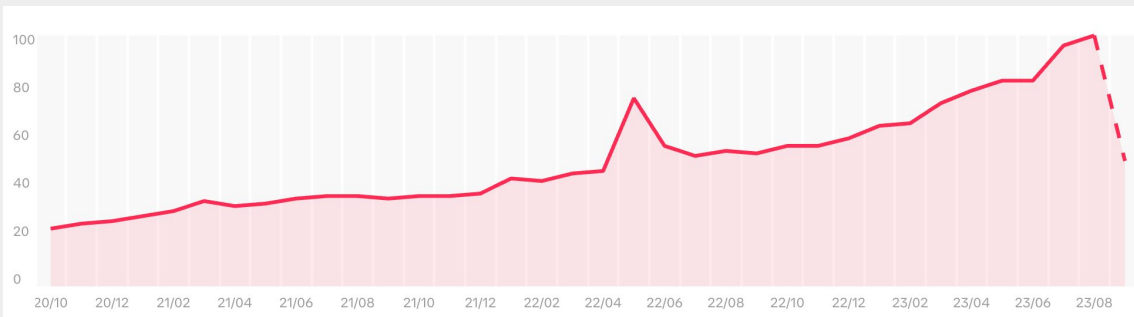
of GenZ said they'd rather think about the past instead of the future.

>50%

of GenZ feel nostalgic for types of media.

## GenZ has been searching for feelings of the past through content that resonates with nostalgia.

Interest in #nostalgia on TikTok over the last three years shows a peak building from mid 2022.



# KEY PLAYERS LEADING THE SHIFT

# The Main Forces at Stake

## 1. BRANDS

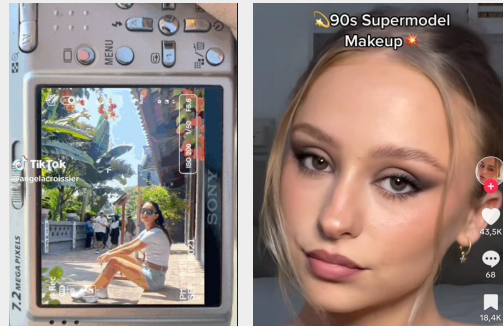
Associating nostalgic cues to new product launches as a hook.



*Maison Margiela's Replica perfume line and Tommy Hilfiger's collaboration with Aries in-app game.*

## 2. COMMUNITIES

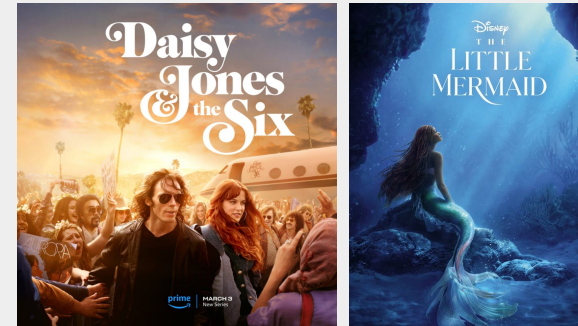
Tapping into nostalgic aesthetic and visuals cues to relive emotions and escape the present.



*iPhone photography vs digital camera trend and 90s makeup trend.*

## 3. MEDIA

Capitalizing on nostalgia by recreating old iconic moments and movies to re-engage audiences.



*Daisy Jones and the Six Amazon series and the Little Mermaid remake.*

# Key Shifts. Demake gaming.



**Bloodborne psx** PS1-like Demake by LWMedia.

*Gaming Community*

## Re-skinning gaming experiences to trigger 8-bit nostalgia.

As the likes of Resident evil re-re-release titles for playability on the newest consoles, the appetite for demakes continues to grow. Turning back the clock on some newer titles to transport players to another dimension, answering gamers inner-most thoughts of 'what if Bloodborne was around on the PS1...'

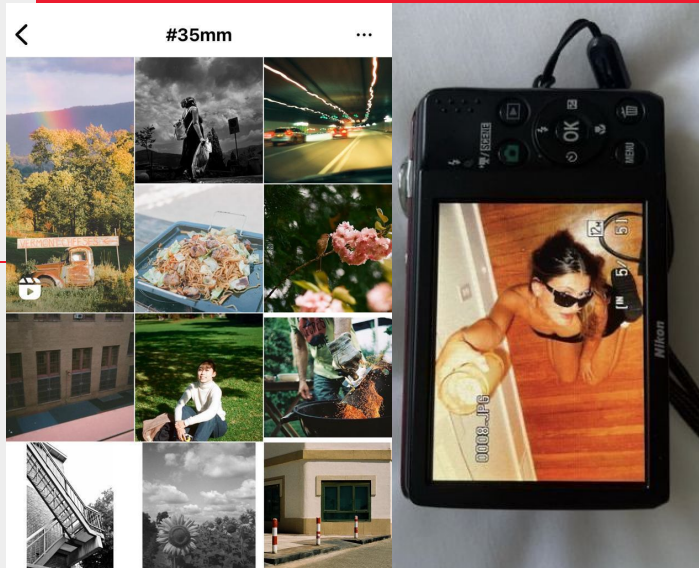
This not only caters to older generations of gamers who once held a PS1 near and dear, but invites Gen Z and younger gamers to experience their newly loved titles in a completely new way.

And ultimately spur the resale and increased value of once loved consoles 20+ years on, here's looking at you NES 🎮



UnDUNE II (2022)

# Key Shifts. The analogue lens.



**#35mm** trend on Instagram - 40.2M posts  
**Digital camera** vs iPhone camera trend.

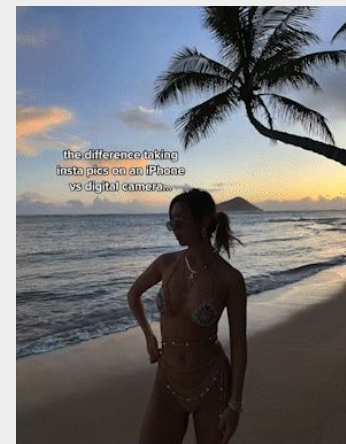
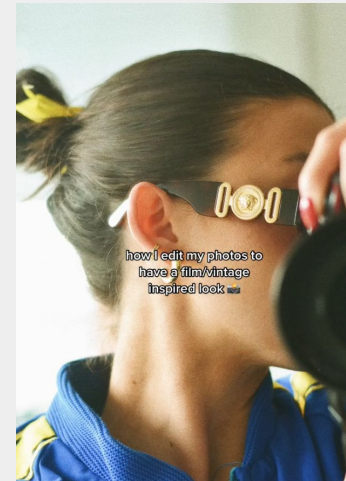
*Content & Photography Community*

## Resurgence of analogue imperfection and authenticity in the digital era.

Content and photography communities are embracing the analogue photography trend, taken by the authenticity and artistry linked to our once cherished point-and-shoots.

The meteoric rise in interest for the Contax T2 by Kendall Jenner in 2021, was one snowball in the avalanche of a growing love affair with our old dust covered film cameras.

Users are taking this new-found love for analogue and emulating it on their feeds to capture the essence of nostalgia to deliver visually compelling content.



# Key Shifts. Nostalgic K-Pop.



**K-Pop groups: NewJeans, Triples, TNX, Ikon, Cix**

*Music Community*

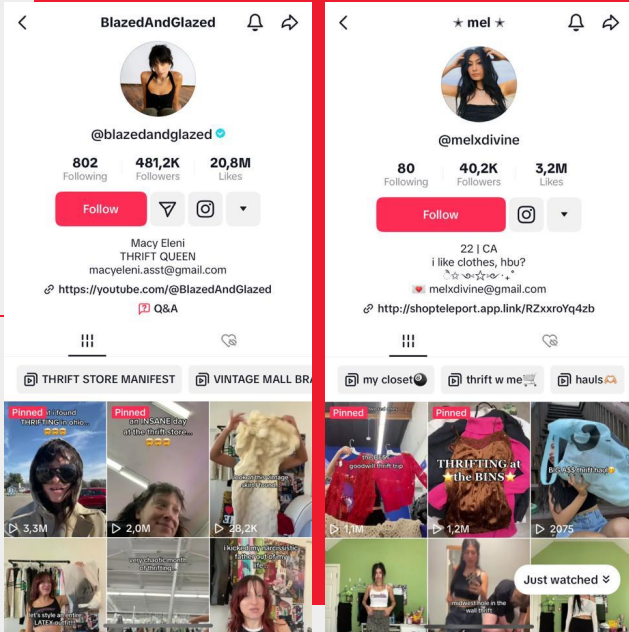
## A resurgence of Y2K era and R&B vibes on the K-Pop music scene.

In the ever-evolving world of K-Pop, a delightful trend is emerging: a journey back to Y2K pop and R&B sounds. K-Pop groups are weaving Y2K elements into their craft, from music videos and styling of the bands, to sounds used to shape their newest tracks that hark back to the iconic bands of the noughties.

The revival resonates deeply with their audiences, in a way that connects them globally and is cross-generational, expanding out these bands spheres of influence.



# Key Shifts. Thrift influencers.



**Thriftfluencers** @blazedandglazed & @melxdivine

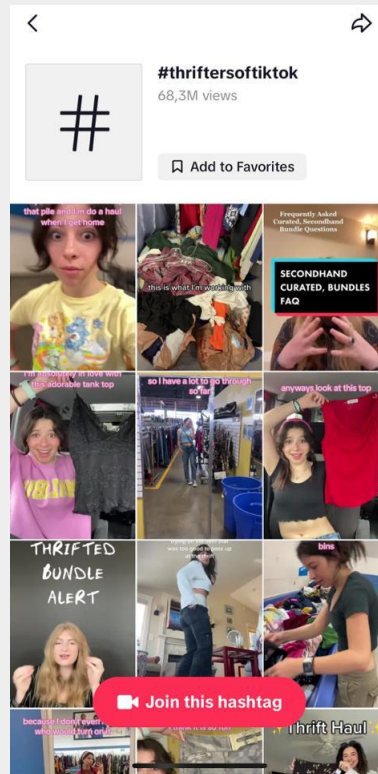
*Fashion Community*

## Thrifting as an art and skill that is bringing new communities together.

The fashion community is experiencing a resurgence of older fashion aesthetics, and as a result a new wave of influencers is emerging: thrift influencers.

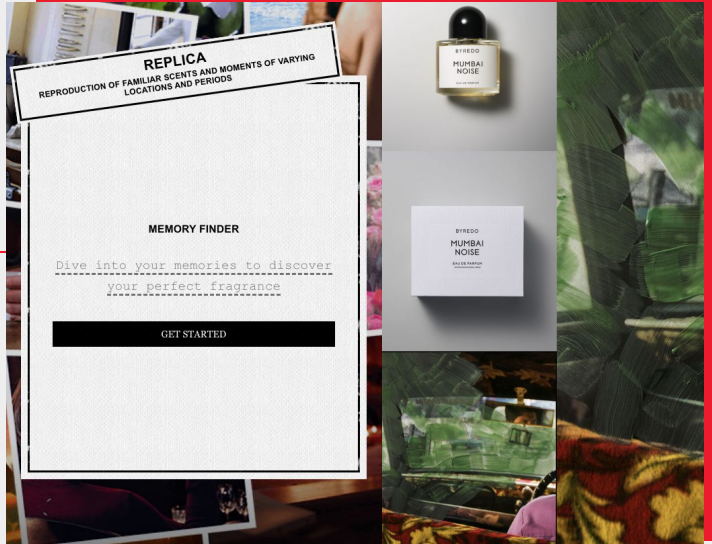
They have a shared passion for vintage, and building communities around the love for rediscovering and embracing styles from the past. These influencers have become key figures in the fashion community, fueling the desire for nostalgia by resurfacing throwback looks.

Brands are also tapping into this through collaborations and vintage-inspired designs, creating a sense of connection and cultural significance. E.g.: Tommy Jeans' Denim Progressed SS23 campaign.





# Key Shifts. Collective scent-based memories.



**Replica:** a quiz tapping into memories for a perfect fragrance recommendation.

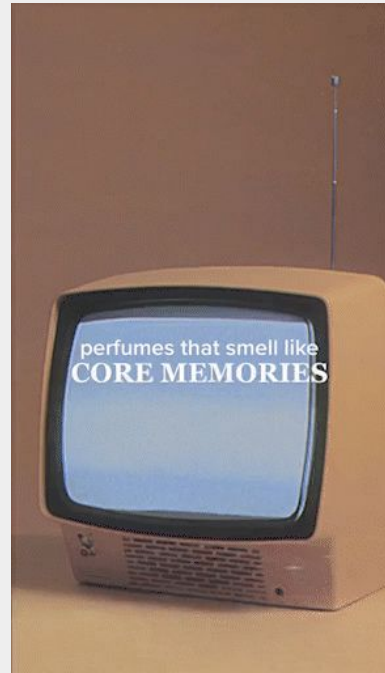
**Byredo:** a tribute to the sensorial multitudes of Mumbai, anchored in Ben Gorham's memories of its past.

*Perfume Community*

## A fascination for re-creating feelings from past that manifest in the present.

Maison Margiela and Byredo have encapsulated the longing for the past in their fragrance lines, capturing the essence of scents that evoke cherished memories.

While Maison Margiela tries to encapsulate the memories of the individual buyers, Byredo wants to showcase the perfume outcome as a memory invoked in the specific perfumer. However, perfumes of both Maisons are crafted to reflect timeless experiences and familiar but forgotten moments.



# CHEAT SHEET

# In Short, *Nostalgia* is manifesting through...



**DEMAKE GAMING**  
re-skinning gaming experiences to trigger 8-bit nostalgia.



**ANALOGUE CONTENT**  
resurfacing analogue imperfection and authenticity in the digital era.



**KPOP x Y2K**  
leaning into Y2K era and R&B vibes on the K-Pop music scene.



**THRIFTFLUENCERS**  
thrifting as an art and skill that is bringing new communities together.



**THROWBACK TRENDS**  
sparking conversations around shared memories through makeup.



**UNLOCKING SCENT-BASED MEMORIES**  
capturing the essence of scents that evoke cherished memories.

# Opportunities for Brands

01

## CONTENT & STORYTELLING

Engage audiences with captivating narratives that celebrate the charm of the past. Leverage sentimental storytelling and retro-inspired visuals to create authentic and relatable experiences.

02

## DIGITAL EXPERIENCES

Use the latest technologies to immerse audiences in nostalgic experiences. From AR filters that transport users to retro settings to demake gaming, engage audiences in retro inspired playful and immersive journeys.

03

## PARTNERSHIPS

Collaborate with forgotten iconic brands that have a rich history to create joint campaigns or products that celebrate shared values and the longing for the past.

04

## COMMUNITY

Create dedicated online spaces where audiences can indulge in nostalgic discussions, share memories, and connect with like-minded individuals. From branded hashtags to content hubs, providing a curated platform that fosters genuine nostalgia-driven interactions.



## The World As It Could Be

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Every day, our **180 Social** team observes and analyses online communities.

Using a blend of social listening tools and qualitative / coolhunting approaches, in order to enrich analysis for brands & organisations.

We monitor rising trends & behaviors, and identify rising KOLs / KOCs within specific tribes.

*Get in touch if you want to know more about our methodologies: [180 Global](#)*

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