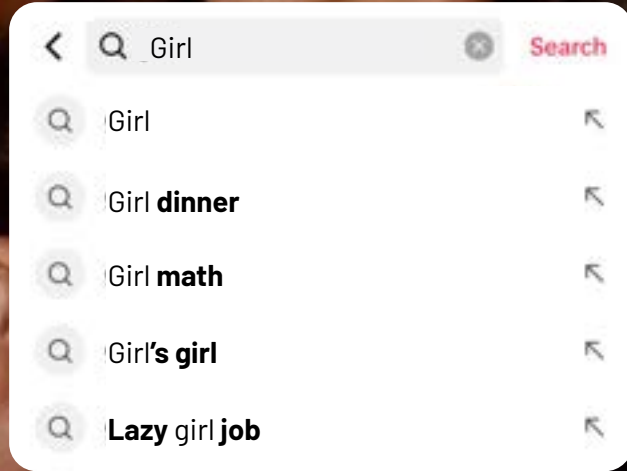


GIRLVERSE



CULTURE FLASH

180

It's a girls world and we're just living in it

In "The Second Sex", Simone de Beauvoir noted women's historical lack of an independent identity, as waves of feminist movements continue to fight against a patriarchal society, breaking the mold of gendered misconceptions.

Modern slang has erupted to reinforce this egalitarian fight, with extensions of 'girl' being the latest trending topic. Starting with girlboss back in 2014, the perspective has been revamped into becoming a concept that frees women of idealized girl expectations through a reclamation of its meaning.



*“Girlhood is less a prescribed period of time
and more suggestive of a way of seeing”*

Claire Marie Healy, Look Again: Girlhood



On social, 'girl' has been adopted as a mindset, in opposition to a gender or age label.

Users online are using 'girl' to infiltrate territories to communicate own interests and behaviours. This redefines the conceptions of it, showing the endless variations of what girls are and grounding it in a collective experience.

Social platforms are allowing a democratization of concepts that others can easily join, due to their ease of shareability: reposts, stitches and duets, hashtags, sounds, etc. Creating a snowball effect that heightens awareness of each term that emerges.

The Shift



The Girlboss Is Dead. Long Live the Girlboss.

FROM

A usage of 'girl' restricted to gendered expectations

HUSTLE
HARD
GIRL



Thank god we're finally moving past girl boss culture



Girl Trends Are Everywhere. What The Hell Is Going On?



two women living together



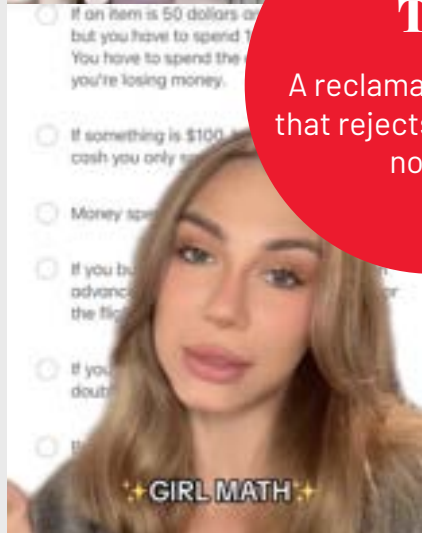
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Why 'Girls' Rule the Internet

Online, where people go on "hot girl walks" and make "girl dinners," the word "girl" is more a mind set than a statement about one's age or gender.

TO

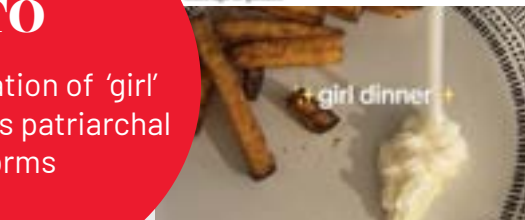
A reclamation of 'girl' that rejects patriarchal norms



✨GIRL MATH✨

"Girl" trends and the repackaging of womanhood

Online, women eat "girl dinners" and go on "hot girl walks." Welcome to the girlbosses.



girl dinner



My Lazy Girl Era
The job outside mine is talking women



Your Lazy Girl Era
The job outside mine is talking women



My girl job is something you can basically quit



so like pretty comfortable salaries and not do that much work and be remote

The rise of girl terminology in digital spaces

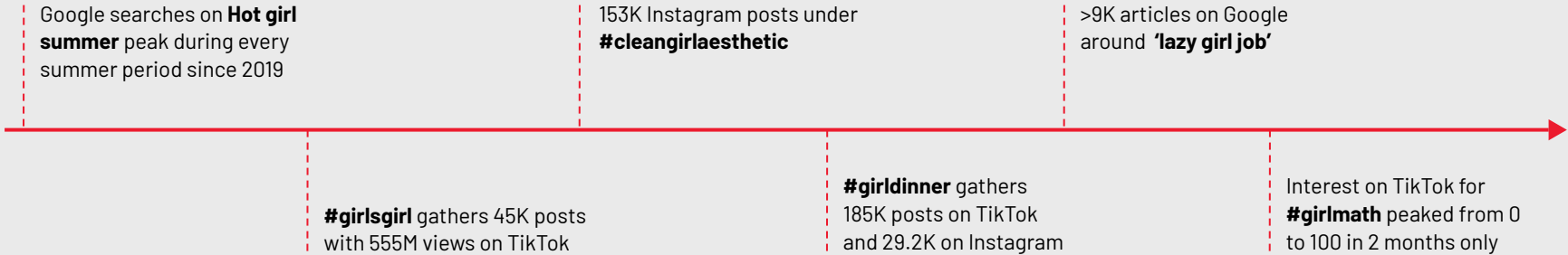
>10K Stories on Vogue including 'girl' in titles

>620K Videos using the song "Just A Girl" on TikTok

+88% Interest increase around #girlhood on TikTok from June to July 2023.

The many iterations of 'girl' having surged rapidly and topped trends

Many sub-niche viewpoints hopping into it and attracting individuals interested in the same codes.



KEY PLAYERS LEADING THE SHIFT

The Main Forces at Stake

1. SOCIAL MEDIA

Digital spaces are at the core of the movement, allowing worldwide voices to be heard and seen and with a high virality factor.



Users creating girl dinner content curating it through hashtags, sound use, filters, etc.

2. POP CULTURE

We find more and more women leading conversations around pop culture and the entertainment industry.



The Barbie movie hitting box office milestones and female singers, such as Taylor Swift and Olivia Rodrigo, leading charts.

3. BRANDS

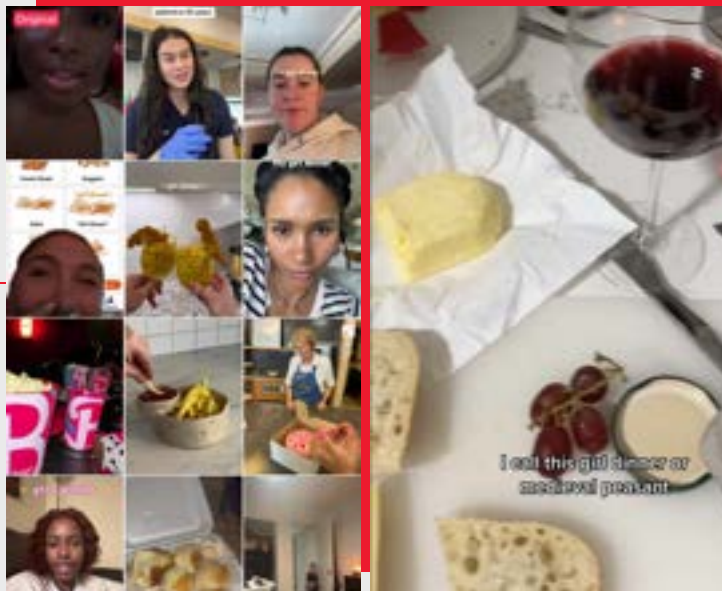
Brands are also embracing girl culture and having a go on word iterations that aligns within their area of expertise.



Popeyes launched a "girl dinner" menu that includes a variety of popular sides as the trend peaks.

Key Shifts.

Girl dinner: normalising low effort meals.

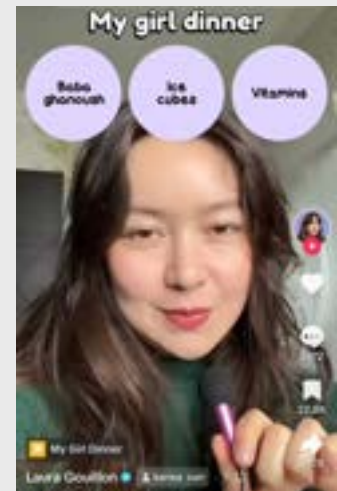


TikTok craze. Over 400K videos posted under the viral “girl dinner” sound, and 2B total views on the hashtag.

A public, lighthearted approach to food that signals away from patriarchal expectations in the kitchen.

Traditionally, society has expected women to excel in cooking full meals. However, recent viral trend #girl dinner has challenged the norm by showing what regular dinners for women can look like: messy, unorganized, diverse, effortless, sometimes not even requiring any cooking.

Social platforms are seeing a wave of people no longer shy to display their less-than-gourmet, quickly assembled fridge finds.



My Girl Dinner TikTok Filter



Key Shifts.

Girl math: a tactic to legitimize purchases.

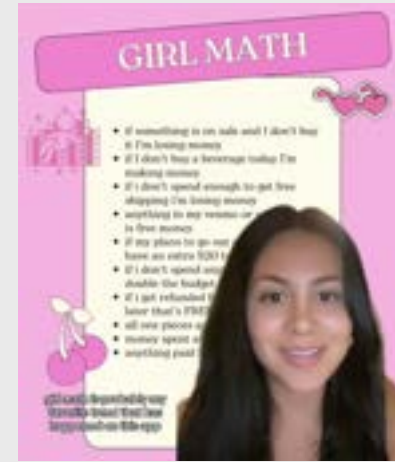


TikTok user [@chloeabeth4545](#) using girl math to explain why buying Cartier earrings is a good investment and kind of a bargain.

Women are demonstrating financial savviness by rationalizing money spending through playful, yet thought out reflections.

A shift is happening on how women approach big purchases and the idea that their purchases - especially on *girlier* things - are not unjustifiable, unworthy or impulsive.

Girl math is the main driving force of this change. Some of these girl math rules could be seen as sole creative justifications for reasonable expenses, but some others are inspired by psychology and economic principles, such as cost-per-use or present bias. Others are just rules of thumb that allow women to think that they are worthy of buying nice things for themselves.



@danielasotohealth



Girl Math segment on ZM's Fletch, Vaughan & Hayley podcast

Key Shifts.

Girl core: reclaiming hyper feminine fashion.



Sandy Liang & Nana Jacqueline as influential brands fueling and having an impact on feminine, coquette styling being so prevalent.

Embracing feminine cues with the revival of bows, ribbons and ballet flats.

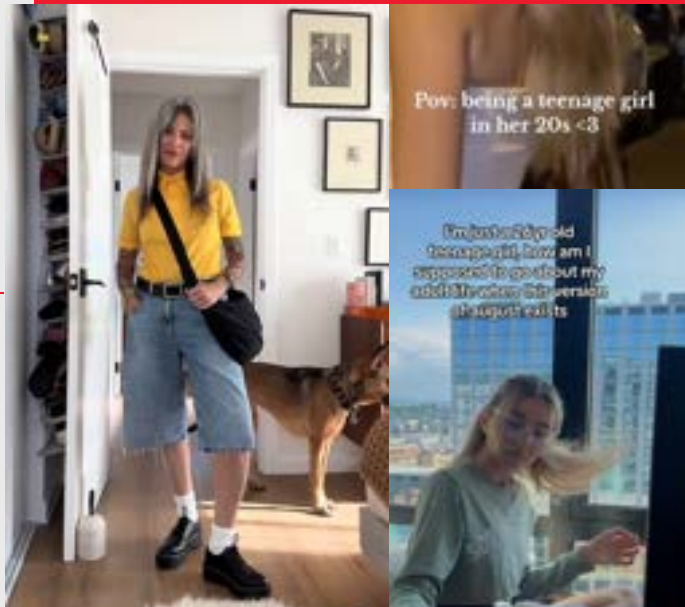
The fashion choices that are accepted during a girl's childhood are quickly labelled as infantile. Bows, ribbons and pink flowy garments suddenly seem childish, too 'girly', or not professional enough.

However, a notable shift that builds on these elements is occurring, driven by girl internet culture and emerging brands. Girls and women on social media show their "girlier" side with full on hyper-feminine outfits or a blend with masculine elements, known as "bloquette".

The *girly* or *coquette* style is now becoming an statement for women to choose for themselves, rejecting previous (mis)conceptions. Pink, ribbons and ballet flats are in!



Key Shifts. Just a girl: united across generations.



Users online embracing fashion appealing to the youth and their inner teenage girl, regardless of their current age.

But I'm a 30 year old teenager... a refreshing rejection of age-related norms that allows self-expression.

The girl internet culture, although primarily shaped by Gen Z creators, includes voices across generations, creating intriguing dynamics between each other.

Older Gen-Zs and Millennials, driven by nostalgia, look back to their teenage years. They have been navigating the current uncertain times - with unaffordable housing, climate concerns, and constant upheavals - by seeking comfort in a safe space, often embodied by their girlhood and youthful-self. Now, as adults with stable jobs and a higher disposable income, they are looking to fulfill their past dreams.



Key Shifts.

Lazy girl job: rejecting validation from hustle culture.



@gabrielle_judge is one of the main Lazy Girl Job TikTok advocates, calling herself the Anti Work Girlboss.

Aspiring towards a low-stress job and a comfortable salary is okay, the antithesis to #Girlboss and burnouts.

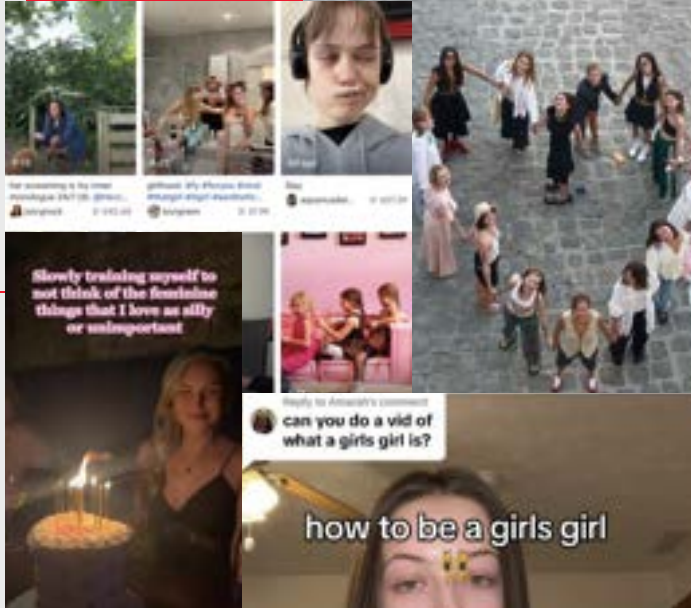
In contrast to #Girlboss, which is based on traditional markers of success and constant hustle, #LazyGirlJob has emerged. A concept that is far from being a reference to laziness, it is attributed to (remote) job roles that offer a good work-life balance to enjoy leisure time.

This actively rejects the culture of relentless hard work mindset and encourages women to delimitate work boundaries to focus on life beyond their careers, accepting that success doesn't need to be based on career accomplishments and constantly outperform themselves to be worthy.



Key Shifts.

A girl's girl: I AM one of the girls.



#Girlhood hashtag on TikTok now has 104K videos under it, and there is a visible peak in the interest around it in the last 3 months.

Embracing girlhood in all its forms by bonding with other girls over shared experiences & celebrating uniqueness.

Breaking free from past stereotypes, Social Media slang “being a girl’s girl” is being used to build a community feeling and shed misconceptions. It’s all about understanding and celebrating shared experiences with other girls, while embracing individual authenticity.

Being a girl’s girl means that a woman in her 30s can connect with a 16-year-old navigating her first heartbreak, regardless of their background or personality traits. Being a girl is represented as a collective experience to bond over and support each other.



CHEAT SHEET

In Short, *The Girl Internet* is being manifested through...



GIRL DINNER

Changing narratives around women's cooking habits.



GIRL MATH

Embracing women to assert their spending choices.



FASHION

Embracing the once rejected girly/coquette style.



GENERATIONAL NOSTALGIA

Tapping into girlhood by relieving teenage dreams & obsessions.



LAZY GIRL JOB

Letting go of the hustler mindset, allowing to adopt one that allows women to feel empowered without overworking.



GIRL'S GIRLS

Embracing girlhood in all its forms through a mutual understanding of what being a girl means.

Opportunities for Brands

01

UNDERSTAND WHAT IT MEANS

"Girl internet" isn't just a fun terminology, but a mindset transcending age, gender, and location. Brands need to understand the deeper context and need that drives these people-driven trends.

It's about understanding the whole landscape, not yet another trend to jump into.

02

BRAND RELEVANCE

As girlifications gain traction on Social Media, brands can seize the opportunities that speak to their nature and when relevant.

From engaging with the audience by interacting using the language to joining trends through content or campaigns when it makes sense tonally and product wise.

03

GIRL MIC

Make sure to partner with key advocates driving the shift and conversations.

Let them speak their truth as a way in that doesn't steal the limelight from where it matters and increases authenticity.

04

COMMUNITY

As a movement that is rooted in collectivity, it presents an ideal opportunity to build and empower a bigger community feeling through campaigns and experiences that speak to big groups and can be shared with others.



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](#)

Any questions or comments about this Culture Flash series? Reach out to: laetitia.viskovic@180amsterdam.com