

UP FOR GRABS BEAUTY

Millennials have latched on to this idea and they don't seem to be letting go any time soon. Maxed out on pretty, instead they look for the interesting, the bad, the unique and the downright ugly. Opting for something striking, odd and eye-catching.

The idea is reality and anti-aspiration: taking life for all its weird moments, creating an off-putting aesthetic.



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TOBE sees this coming to fruition on the Instagram feeds of NYC cool kids. Make sure you're in sync with the aesthetic and in line with the message.

NOW, NEW IDOLS

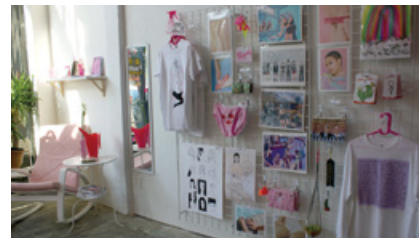
The most prolific creatives, activists and storytellers are coming from the cultural fringes. **Faye Orlove** started her artist collective **Junior High** for exactly this reason. She wanted to create a platform for underrepresented voices in the media.



ID, FAYE ORLOVE

OFF CROWD AS IT CROWD

The "Off" crowd has forged their way into the "It" crowd in their own way. **Petra Collins**, **India Menuez** and **Hari Nef** are just as important to the fashion industry elite as, say, a Hadid or a Jenner. Brands like **Gucci** find value in their individuality and artistry. This is your cue to tap the individual.



JUNIOR HIGH