

Gen Z Reintroduced

**Future
Snoops**

About Us

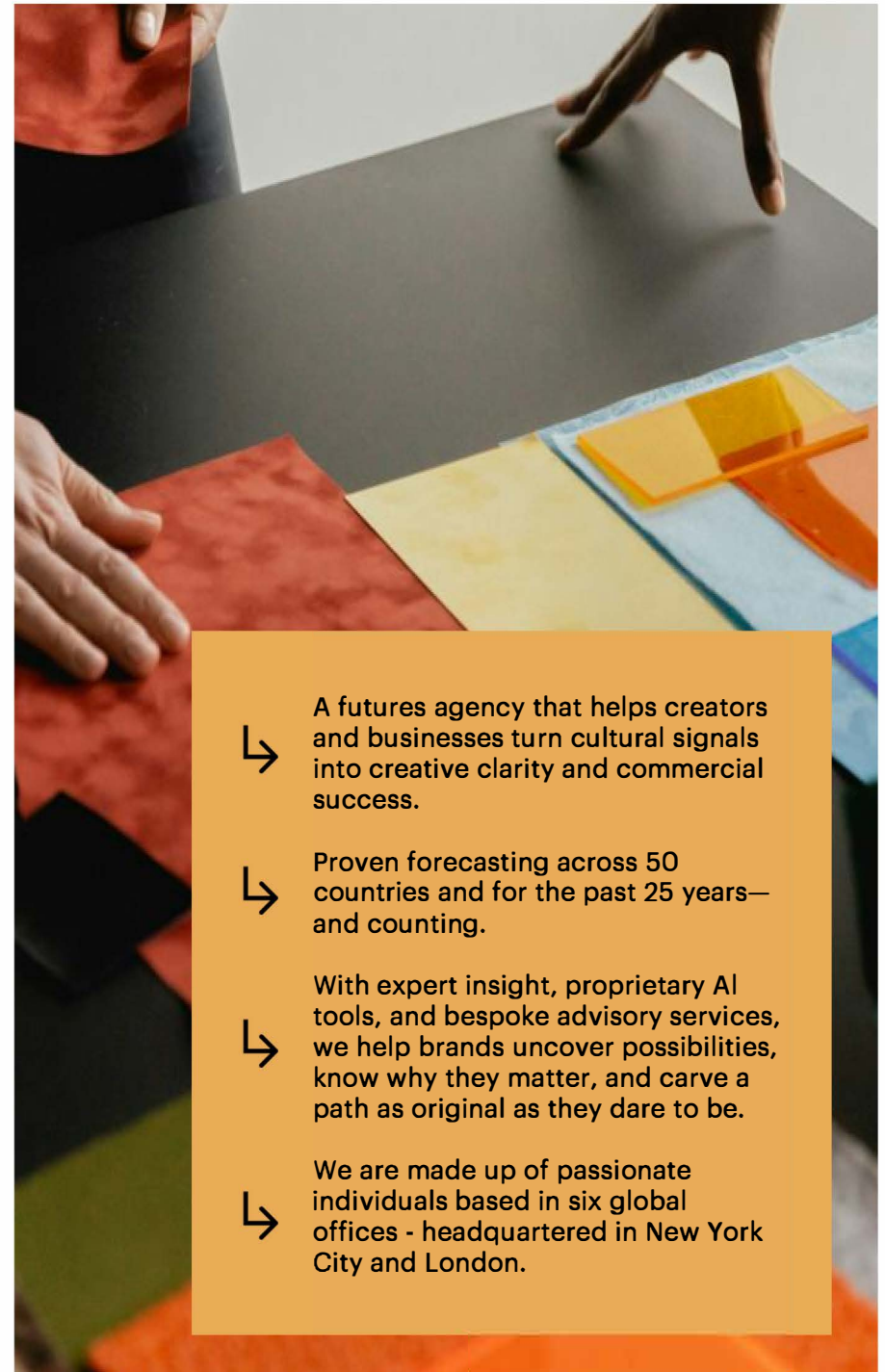
The next era of trend intelligence isn't about spotting what's next—it's understanding why it matters, and how to shape it. Future Snoops moves beyond predictability into possibility—with expert insight, proprietary AI tools, and bespoke partnerships that turn cultural signals into creative clarity and commercial success. We don't predict a single future; we create space for many to flourish, and empower creators to wayfind through.

Categories we cover

- Women's
- Men's
- Kids
- Youth
- Accessories
- Active + Outdoor
- Swim + Intimates
- Home + Interiors
- Beauty + Wellness
- Sustainability
- Culture
- Color
- Materials + Textiles
- Pattern + Graphics

Find out what Future Snoops can do for your industry, brand or business:
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A futures agency that helps creators and businesses turn cultural signals into creative clarity and commercial success.



Proven forecasting across 50 countries and for the past 25 years—and counting.



With expert insight, proprietary AI tools, and bespoke advisory services, we help brands uncover possibilities, know why they matter, and carve a path as original as they dare to be.



We are made up of passionate individuals based in six global offices - headquartered in New York City and London.

Advisory

Custom strategies. Built for your future.

The world's top brand leaders choose Future Snoops Advisory as their strategic partner. Our team of industry experts blends deep experience with cultural intelligence to craft strategies built around your unique ambitions. Never off-the-shelf, we work alongside you to refine market positioning, align with emerging product trends, and decode shifting consumer dynamics—while you transform your brand's trajectory.

Reach out to us at advisory@futuresnoops.com to learn more.

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Introduction

→ A New Framework for Understanding Gen Z

The one-size-fits-all approach to Gen Z has failed.

This generation—often reduced to a set of preconceived traits—has evolved into distinct archetypes that defy simple categorization. According to Valuegraphics, age-based consumer groups only share about 10% of the same tastes, wants, dislikes, and purchasing habits. The other 90% is wildly varied—yet much of the industry has built its strategies on that slim overlap.

This report introduces a framework of distinct Gen Z archetypes, each representing clusters of values, behaviors, and cultural signals that are reshaping markets. These aren't just academic profiles, they're strategic tools for product development, marketing, and brand positioning. By understanding the nuances between these emerging identities, brands and retailers can move beyond superficial engagement to create authentic connections that resonate across this shape-shifting generation.

What sets this approach apart is how it captures Gen Z's rich complexity. Instead of forcing them into a one-size-fits-all box, we map the dynamic interplay between different segments—revealing where they clash and where they converge. This nuanced understanding unlocks real opportunities for brands and retailers ready to connect with these distinct yet fluid identities.



Robbie Sinclair
VP of Fashion

Péter Kecskés,
Strategist of Youth



Justice Seekers is one of our four-part report series. Want full access? [Schedule a walkthrough](#) with our team.

Part 2

Gen Z Reintroduced Justice Seekers



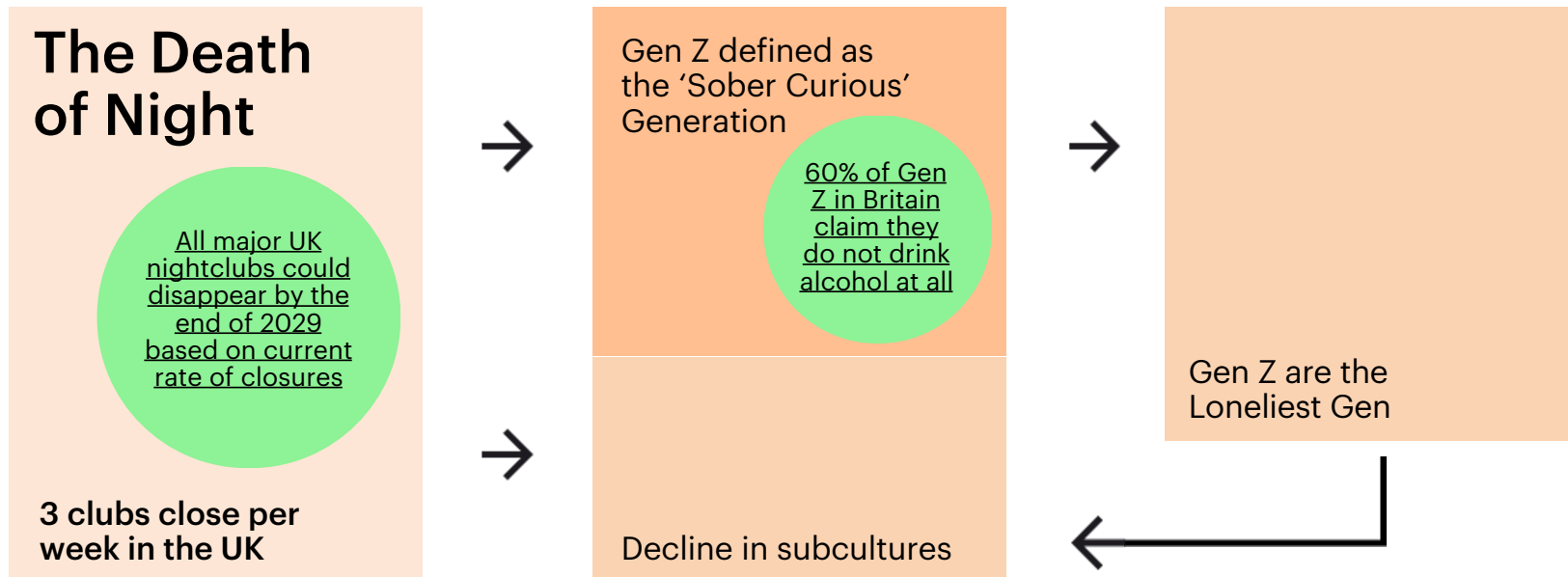
Cultural Currents

→ Evolution

To track Gen Z's evolving behaviors, we need to understand **WHAT** forces are reshaping their reality, **WHY** these forces matter, and **HOW** they're transforming everyday lives.

The signals don't just present data —they reveal the underlying cultural currents.

As nightlife fades, so do the spaces where connections, culture, and community once thrived.

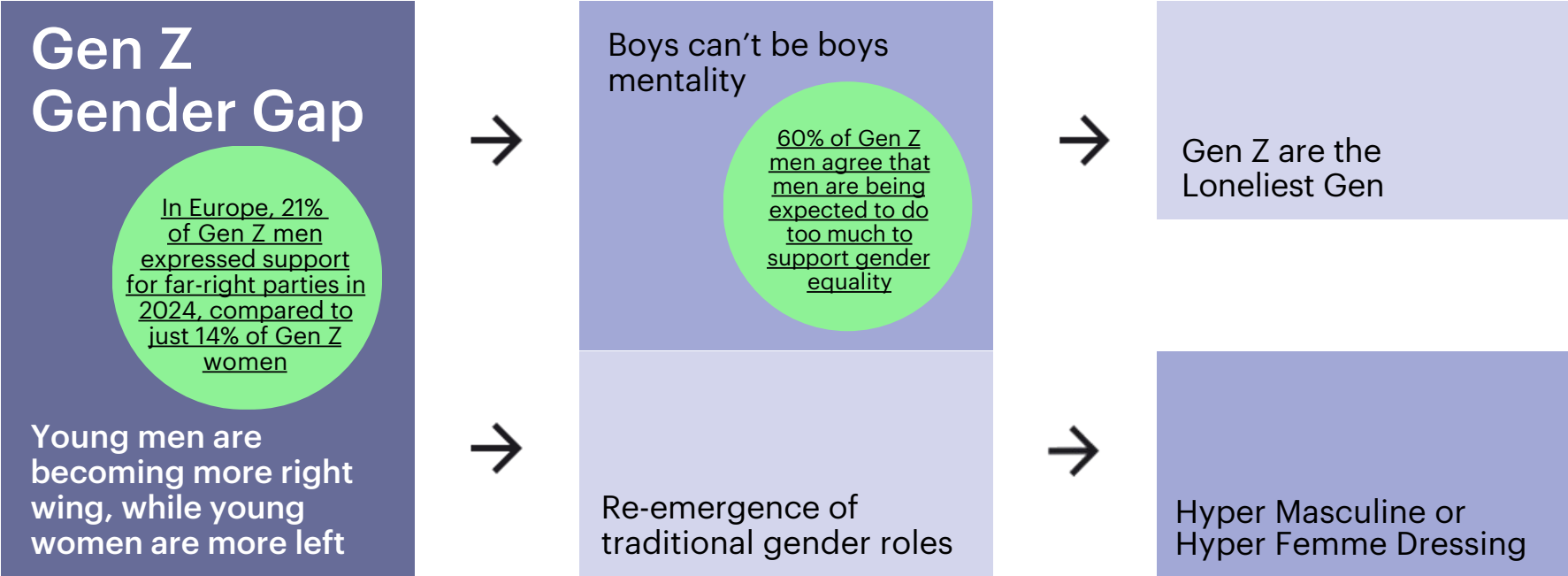


The Death of Night Insights

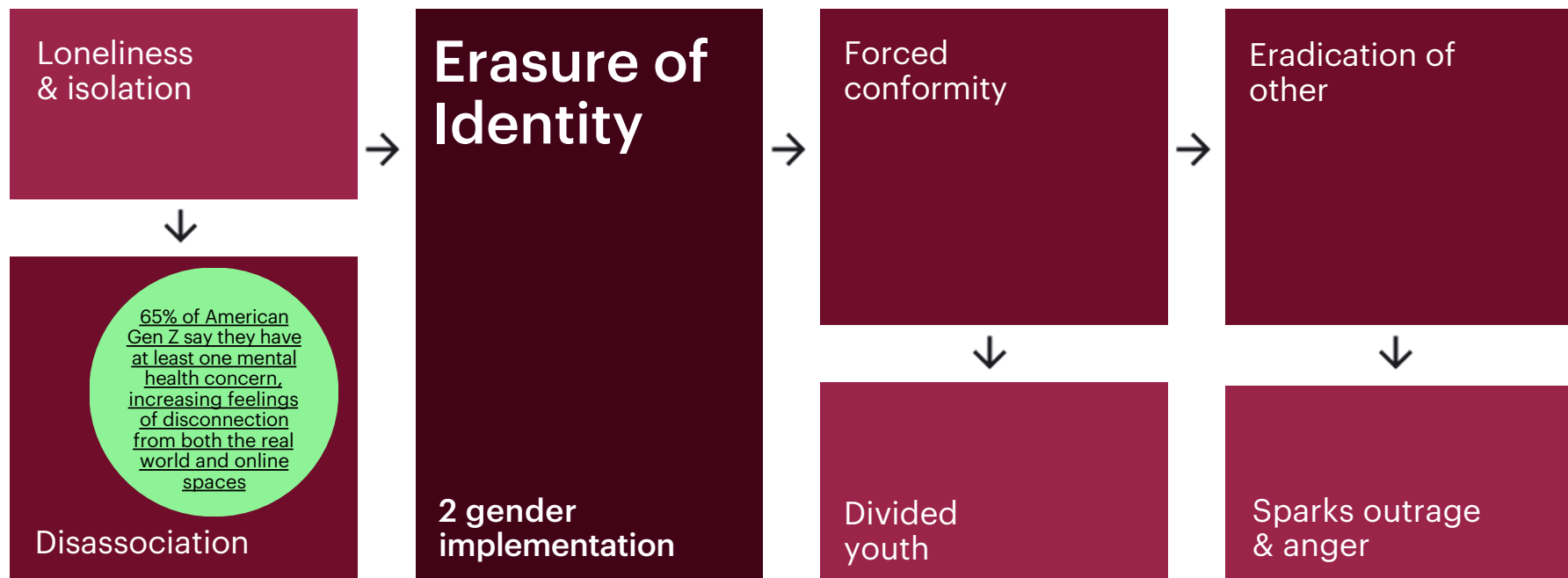
Loss of Community Hubs: Clubs provide space where individuals discover themselves and communities are formed

Cultural Crisis: The NTIA calls the wave of closures a "cultural crisis," warning that it endangers the vibrancy and diversity of UK nightlife

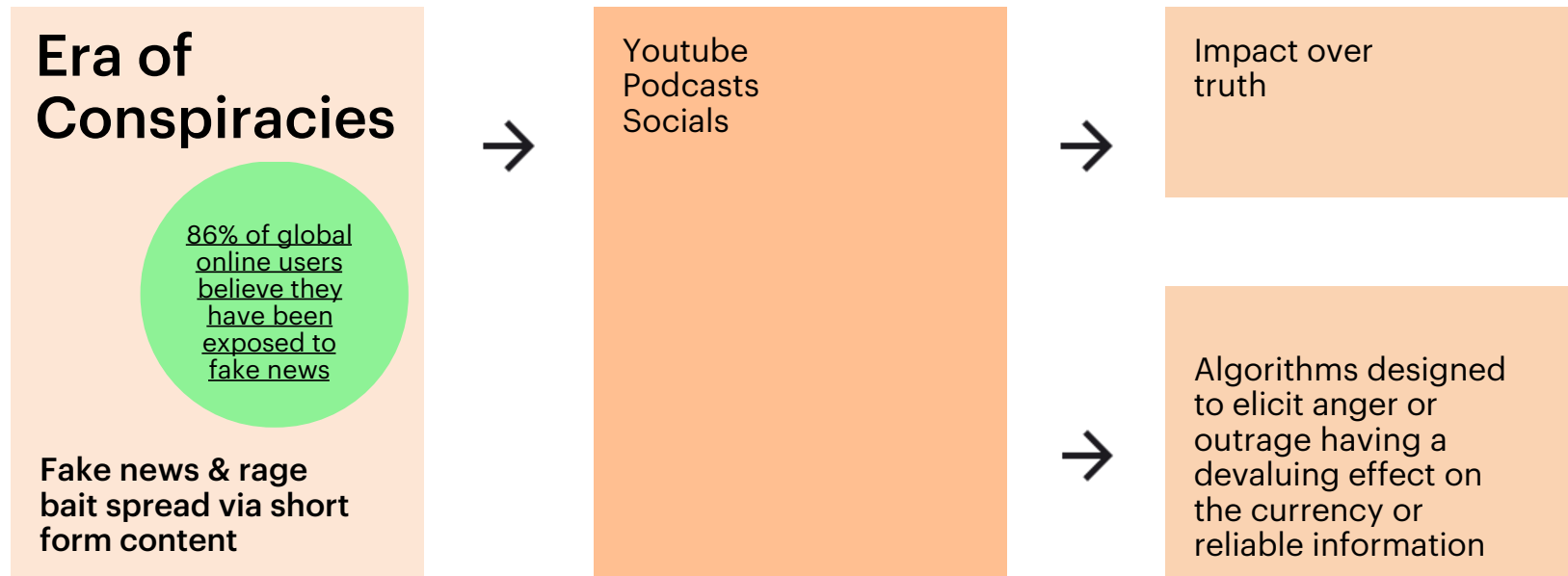
Traditional gender roles are re-emerging.



Enforcing rigid gender norms in a disconnected world breeds disassociation, division, and backlash.



In a content economy built on outrage, truth is losing value and trust is collapsing.



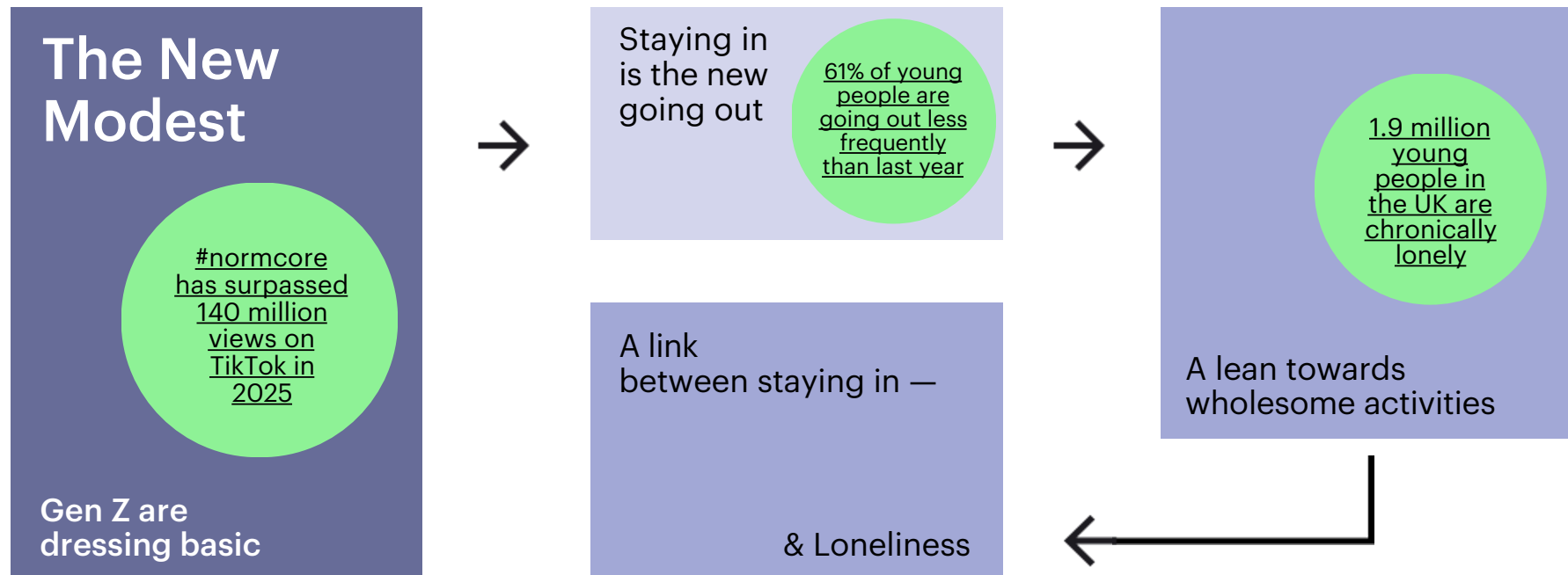
Era of Conspiracies Insights

Daily Usage: Gen Z spends approximately 6 hours and 27 minutes on their smartphones per day

Massive Reach and Engagement: Nearly 90% of US teens use YouTube, making it a near-universal platform for Gen Z13. Over 80% of Gen Z spends time on YouTube, and 68% of Gen Z in the US are active users

Gen Z monthly podcast listeners consume about 7.7 hours of podcasts per week

A rise in basic dressing and staying in reflects Gen Z's shift toward modesty, routine, and quiet coping.



A rise in basic dressing and staying in reflects Gen Z's shift toward modesty, routine, and quiet coping.



Cost of Living Insights

No-Buy Plan: Reddit's r/nobuy community now has 68,000 members

Social Media Stats: Gen Z's social media usage grew 7.7% in 2024 against 1.8% for the overall U.S. population

Going Vintage: 2 in 5 items (40%) in the average Gen Z closet are secondhand

Justice Seekers

→ Who Are They?

Rage is reshaping Gen Z's cultural landscape. Disillusioned yet determined, they're transforming raw emotion into creative resistance, where fashion becomes protest and art becomes activism with uncompromising intensity. Justice Seekers, a faction fueled by feminist, queer, and anti-authoritarian values, organize through digital platforms, reject institutional authority, and embrace civil disobedience as authentic expression.

Their wardrobes transcend trends to become political statements. Gravitating toward visceral storytelling, particularly body horror, they use visual language to process collective trauma. Anti-Male Gaze Dressing—clothing deliberately designed to reject traditional notions of attractiveness and sexualization imposed by patriarchal standards—serves as declarations of power, promoted by sexually liberated role models who challenge conventional beauty standards.

Beyond random rebellion, Justice Seekers move with revolutionary purpose. Aggressive layering and gritty, politically charged aesthetics signal more than style preferences; they're manifestos against the status quo. In a world where consumers expect more than products, Justice Seekers transcend trendsetting to become cultural revolutionaries demanding systemic change.





"This season didn't begin with a single, defined concept but rather a feeling of uncertainty—both personal and on a larger scale. It feels like a reflection of the unpredictability of the world right now. A crisis of confidence."

— Ashish Gupta, Designer

Justice Seekers

→ The Origin Story

Deconstructivism, disruptive glamour, and exaggerated sensuality—three forces we identified in our FW 24/25 Chaos Design aesthetic—now drive cross-market design with unprecedented momentum. Trend ID: Office Punk report captured the tension as Gen Z transformed corporate dress codes into visual protests, hacking bland officewear into statements against the very structures they inhabit.

Living through "crisis after crisis" has transformed political awareness from optional to essential. Justice-seeking Gen Z maintains a "knowledge is power" mindset, staying informed not as passive observers but as warriors preparing for battle—particularly those from marginalized communities whose rights face mounting threats.

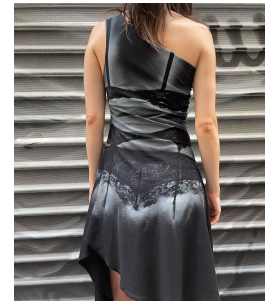

For this generation, disobedience transcends rebellion to become a moral imperative. 43% of voting-age, UK-based Gen Z feel compelled to express moral convictions through civil disobedience, significantly higher than older generations' 33% or less. The revolution isn't just coming—it's already here, with 61% of 18-34-year-olds now endorsing hostile activism as a necessary force for meaningful change.



Deconstruct-
ivism




Disruptive
Glamour

Civil
Disobedience



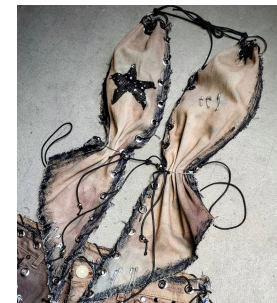

Rebellion




Tension




Exaggerated
Sensuality



→ What began as fashion has evolved into manifestos. Provocative dressing now serves as visual shorthand for Gen Z's justice-seeking identity.

The numbers tell the story...

Pinterest Trends 2025

#witchy
aesthetics
rising +40%

+110%
#Castlecore
is climbing

#Sirencore

surging
+695%

Justice Seekers

→ Cultural Catalysts



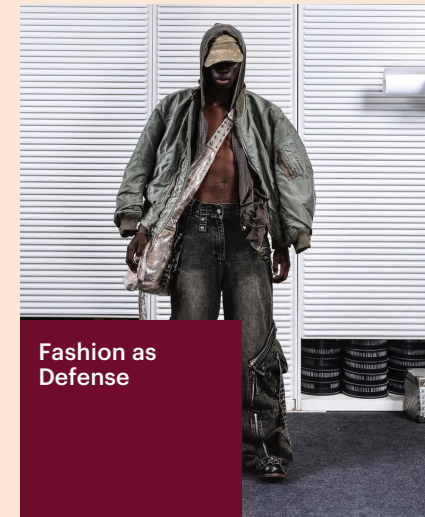
Purpose
Over
Neutrality

Gen Z demands brands step out of the shadows and into the fight. [The Harvard Gazette](#) reveals their political battlegrounds: gun control, environmental crisis, reproductive rights, access to education, racial justice, and political representation. This isn't preference—it's expectation. When Ashish's FW 25/26 womenswear collection "[Crisis of Confidence](#)" sent politically charged messages down the runway, it became the Justice Seekers' manifesto materialized in fabric and form.



Body Horror
as Catharsis

In our desensitized media landscape, Justice Seekers crave visceral storytelling that matches their internal turmoil. Films like [Coralie Fargeat's "The Substance"](#) and [Luca Guadagnino's](#) sensuous cinema mirror the emotional dualities—horror and arousal, darkness and serenity—that define Gen Z's exploration of identity. This movement transcends cinema, finding fertile ground in gaming where Body Horror thrives as a metaphor for social fears. Following *Roe v. Wade's* overturn and declining healthcare access for transgender people, Gen Z-ers [lean into gaming](#) for empowerment and community beyond relaxation and refuge.



Fashion as
Defense

Justice Seekers transform clothing from expression to protection, turning garments into armor against hostile environments. Aggressive detailing—heavy distressing, slashes, spikes, harsh dye treatments—visualizes both internal and societal tensions. Function follows form as designers embed literal defense into products, exemplified by Joan Design's metal-spiked "[The Unsnatchable](#)" phone case. [Undercover's FW 25/26 collection](#) embraced macabre energy, signaling a broader cultural shift toward aesthetics built on distrust, trauma, and survival instinct. On TikTok, Gen Z blurs boundaries between style and safety, promoting self-defense kits alongside fashion statements.

→ Over half (53%) of Gen Z and millennials expect companies to take stronger stances on social issues, while 58% believe that "if a brand doesn't communicate its actions to address societal issues, they assume it is doing nothing or hiding something"

The question
isn't whether
to speak up—

it's how loud.

The verdict is clear: **silence equals complicity.**

Justice Seekers → Behavioral Signals

From scroll to action— justice in the age of mistrust community

For Gen Z, the digital space isn't just a platform; it's where movements begin. Justice Seekers harness social networks not only to organize protests but to challenge misinformation, whether it comes from politically motivated media or their own peer networks. 44% of US Gen Zers credit social media as the primary influence on their social and political views. But there's a darker side to this digital awakening. Algorithms designed to amplify anger and outrage have eroded trust in traditional information sources, breeding a generation of informed skeptics.

Congress, the presidency, big tech, and mainstream news top the list of institutions Gen Z doesn't trust. It's not just disappointment; it's a fundamental shift in how young people seek truth and build community. Rather than rely on established institutions, Justice Seekers are creating their own networks of trust, finding strength in collective action.

"Gen Z is far less likely to be confident in the federal government, in the media, in organized religion, in the police, in the criminal justice system."

— Melissa Deckman, Political Scientist

Dress (re)code

Gen Z isn't just adapting to workplace fashion; they're completely rewriting it. Their uniform has become a bold reimagining of corporate dress codes, where traditional boundaries blur into something more intentional and authentic.

The numbers show how deeply this generation is reshaping work culture: 36% prioritize real commitment to diversity, equity, and inclusion (DEI), while 41% demand flexible and remote work options. It's become more than preference; it's about principle. 60% of workers aged 18-34 would rather walk away than lose remote work flexibility. And they're not just changing systems; they're building new ones: 50% aspire to entrepreneurship.

This shift is already inspiring radical innovation from forward-thinking designers. Dickson Lim transforms traditional tailoring through dimensional twisted details and strategic cutouts, while Achilles Ion Gabriel, creative director of Camper and CamperLab, disrupts classic dress shoes with inflated uppers, dramatic platforms, and bold hardware details.

"The boundaries between work and personal life have blurred for Millennials and Gen Z. As a result, the desire for clothing that transitions seamlessly from office to social settings has grown."

— Dr. Wasantha Warnasuriya, Consultant

Anti-male gaze

In an era where conformity is pushed and difference is challenged, a new visual language of liberation is emerging. Anti-Male Gaze style is a statement of power and social defiance. Artists like Doechii, Shygirl, Brooke Candy, FKA Twigs, Julia Fox, and Charli XCX lead this shift, speaking directly to the "girls, gays, and theys" through unapologetically authentic, sexually charged styling that exists beyond male approval.

This cultural current runs deep. Gen Z prioritizes standing up for underrepresented voices, champions freedom of expression, and puts safety and trust at the forefront.

These values are taking shape in concrete movements. The 4b feminist movement, which gained momentum in the US following the overturn of *Roe v. Wade* after originating in South Korea, reflects a radical reimagining of relationships with men, from dating to marriage to reproduction, shaping why Anti-Male Gaze dressing resonates so powerfully now.

"Among these was the Tal-Corset [escape the corset] movement, which encouraged women to reject societal beauty standards by foregoing makeup, cosmetic surgery, and restrictive clothing."

— Ming Gao, Research Scholar

Key Influences

→ Music



Doechii's "Swamp Princess" persona goes beyond branding. It's a blueprint for untamed femininity, where raw, sexually charged visuals signal a shift away from polished pop toward something more primal. Through her Boiler Room collaborations, Shygirl architects Gen Z's approach to nightlife culture. The party girl ethos becomes a form of creative expression, where the party itself transforms into art.

FKA Twigs builds entire worlds with "Eusexua." Her sensual, supernatural aesthetic champions hacked fashion as the new luxury. Glitch becomes glamour. Strategic disruption drives Charli XCX's bratty rebellion. Her "SWEAT" tour platforms emerging designers, proving that attitude can be the ultimate tastemaker.

Key Influences

→ Media & Personas

Personal narrative becomes cultural currency in Julia Fox's hands. "Down the Drain" and "OMG Fashun" position sexual reclamation as the new empowerment: raw, unfiltered, and unapologetically human.



Key Influences → Brands

Paranoia transforms into product with Joan Design's "The Unsnatchable." Metal spikes serve as design armor, proving that protection can be the new luxury.



Ashish's FW 25/26 "Crisis of Confidence" collection wears politics literally on its sleeve. Every garment becomes a walking manifesto for change.



Chrome spikes weaponize everyday accessories at 47.77.79. Timepieces evolve from functional to fearsome, turning passive objects into active statements.



Justice Seekers

→ Strategic Pivots

Embracing strategic tensions in your brand, product, and storytelling creates authentic connections in today's complex marketplace.

With this in mind...

From Corporate Conformity → To Unravelled Uniforms

Justice Seekers use clothing to question what “the job” even means. As Gen Z rewrites the rules of work, brands should rethink the codes of professionalism. Tailoring becomes territory for subversion: slashed shirting, distorted suiting, and deconstructed loafers. Channel the aggression as a metaphor for how this generation is physically and ideologically reshaping the systems that failed them.

From Outrage Aesthetics → To Cathartic Design

Justice Seekers go beyond wearing their politics by transforming their style into a way of processing rage, trauma, and resistance. The opportunity comes from crafting cathartic garments that mirror the emotional extremes of a generation raised in crisis. By leaning into raw textures, harsh silhouettes, and confrontational graphics not for shock value alone, brands transform clothing and accessories into tools for collective expression and emotional release.

From Escapism → To Confrontational Fantasy

Justice Seekers aren't escaping reality. They're confronting it head-on through surreal, often grotesque fantasy. Inspired by body horror and narrative-driven gaming, this cohort uses hyper-distorted aesthetics to explore themes of autonomy, transformation, and collective fear. Brands can respond with immersive, otherworldly collections featuring mutated silhouettes, visceral textures, and campaign storytelling that blurs the line between reality and nightmare. Rather than offering comfort, encourage confrontation, reflection, and emotional power.



Missed the live session? **Gen Z Reintroduced**

[Watch Now](#)

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A woman with vibrant pink hair and a black choker is lying down, her head tilted back and her hand near her face. She is wearing a light blue and white patterned top. The background is a solid blue color.

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Thank you for reading,
stay in touch:

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FS Trend Platform

A one-stop-shop to get inspired to create, collaborate, and communicate trends.

FS Advisory

Our team of global experts are on hand to deliver bespoke projects and solutions, or tailored presentations for your team.

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- [The loneliest generation: Inside the Gen Z mental health crisis](#)

BBC

- [H&M to Use Digital clones of models in ads and social media](#)

Ballard Brief

- [Isolation Among Generation Z in the United States](#)

Boiler Room

- [The New Rules of Youth Culture 2025 Audience Report](#)

Burberry

- [Burberry Streets](#)

Buzzfeed

- [Thousands Of Gen Z'ers Are Taking To TikTok To Share Everything They're *Not* Buying. And It's Kinda Refreshing To See](#)

CBR

- [The Rise Of Body Horror Games In A Post-Covid World](#)

CLH

- [UK Clubs Will Be Extinct After Last Night Out On 31.12.2029 Government Warned](#)

Condé Nast Traveller

- [Back to the future: why going retro is London's biggest 2024 dining trend](#)

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- [How Gen Z's definition of creativity can revolutionize the arts and culture sector](#)

Dr. Wasantha Warnasuriya

- [Dress Code Revolution: Millennials & Gen Z Transforming Business Attire](#)

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- [2025 Edelman Trust Barometer](#)
- [Winning with Gen Z: Embracing Intention and Values for Brand Success](#)

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- [Gen Zers: The group most likely to be politically influenced by social media](#)

GALLUP

- [Fewer Jobs, College Options May Push Rural Gen Zers to Move](#)
- [Gen Z Voices Lackluster Trust in Major U.S. Institutions](#)

Global Data

- [UK night club closures reveal changing Gen Z behavior as one-fifth say they are socializing less outside the home, says GlobalData](#)

Harper's Bazaar

- [We ask psychologists why the 'kidcore' fashion trend has become the colourful answer to our post-COVID blues](#)

Insight Trend World

- [Insight of the Day: Nightlife Crisis: Why Young People Are Going Out Less](#)

Khiron Chronicles

- [Functional Freeze: Emotions After Trauma](#)

Later

- [Where Does Gen Z Spend Most of Their Time Online in 2025?](#)

McKinsey & Company

- [Mind the Gap: No hybrid option? Then Gen Z might quit](#)

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- [Body Horror as Confrontation: How Postmodern Fears Manifest in the Visceral Cinema of David Cronenberg](#)

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- [Why Has Fashion Become So Boring?](#)

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- [Gen Z: The Sober Curious Generation](#)

National Centre for Global Research

- [Society Watch 2024: Understanding the new generation of voters](#)

National Social Anxiety Center

- [Social Anxiety in Generation Z](#)

People Management

- [Majority of Gen Z and millennials call for greater corporate action on social issues, report finds](#)

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- [Pinterest Predicts 2025](#)

Political Research

- [Why Are Gen Z Girls Attracted to the Tradwife Lifestyle?](#)

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- [3 Things Making Gen Z the Loneliest Generation](#)

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- ['Milestone anxiety' on the rise among millennials and Gen Z](#)

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- [Gen Z is Defining the Future of Work – on Their Own Terms. Reveals Morning Consult & Samsung Survey](#)
- [Social Media Fuels Rise in Alternately Awesome Hobbies, as Gen Z Embrace their Creativity Online](#)

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- [How social learning amplifies moral outrage expression in online social networks](#)

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- [A wonderful life: experiential consumption and the pursuit of happiness](#)

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- [Behind the Sparkle: Ashish Talks Inspiration and Empowerment](#)

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- [Micro-influencers have a major influence on Generation Z](#)

The Campus Agency

- [New Study Reveals Why Gen Z Trusts Human Influencers More Than AI and What That Means for Brand](#)

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- ['A woman is not a baby-making machine': a brief history of South Korea's 4B movement – and why it's making waves in America](#)

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- [Sundresses and rugged self-sufficiency: 'tradwives' tout a conservative American past ... that didn't exist](#)
- [Young women are the most progressive group in American history. Young men are checked out](#)

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- [Rising political tide of young adults, Gen Z](#)

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- [Licensed Toys and Building Sets led the way in 2024, helping bolster the £3.4 billion UK toy market performance](#)

Vogue Business

- [Denim, OTT layering and the return of 'Normcore': Vogue Business's menswear predictions for SS25](#)