

THE 'CLEAN GIRL' AESTHETIC – WHY IT'S HERE TO STAY

Slick buns, barely-there makeup and oversized blazers – the 'clean girl' aesthetic is everywhere. All over Instagram and Pinterest, walking past you on the street and sitting at the table next to you during brunch. Hey, you may even be partaking in it yourself. While it's been donned by many for years, this style made waves in 2022, as more and more people started switching out micro trends and fast fashion for simplicity.

There's something about this trend that scratches an itch in my brain, unlike the many others that have cycled through season after season. Nothing hits quite like an outfit that is unexplainably elevated. You can't quite put your finger on why it's perfect – it just is. And that's why so many others like me have fallen in love with this look.

Alas, trends come and go. So it's only a matter of time before this one fades into the background too, right? Maybe the 'dirty girl', Serena Vanderwoodsen-esque aesthetic will come and take its place? While this could most definitely be a vibe that many will get around, I have an inkling that the clean girl will hold her place in society, becoming more than just a trend. After all, she's already lasted far longer than other trends, especially in the digital age.



But what makes the clean girl aesthetic so special? That's exactly what I'm here to answer.

It's so effortlessly put together.

By effortless, I truly mean effortless. When you envision the clean girl aesthetic, a slick back ponytail, bun or some sort of plait variation comes to mind, right? The great thing about these hairstyles is that they work best on dirty, greasy hair. So, instead of washing your hair every couple of days, you can put your oily scalp to good use. And trust me, I've made the mistake of slicking back my freshly washed hair – it just isn't the same. Copious amounts of gel and hairspray fail to achieve the same look as your desperately-in-need-of-a-wash hair; somehow, it just sits far better. And the best thing about it is that it doesn't take long to do at all.

As for the makeup, you really don't need much. The clean girl aesthetic is all about that glassy, dewy complexion. But if you're an acne-prone girly like me, don't fret, you won't be excluded from the aesthetic. Think minimal skin tints, lighter-coverage foundations, blushed cheeks and a bronzy glow. The fresh-faced, 'I'm not even trying' look never gets old and takes a far shorter amount of time to do than other makeup looks. It's giving summer all year round – and we're not mad about that.



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t exudes sophistication. Despite a lack of effort in the hair and makeup department, the clean girl aesthetic oozes sophistication. There is an air of refined elegance in the simplicity of the style, allowing timeless outfits to make a quiet but confident statement. Think oversized blazers, tailored pants and basic fitted T-shirts – all of these pieces stand out without being too loud or in your face (not that there's anything wrong with that, though). The clean girl has an understated allure that draws people in as they aspire to replicate her style. The most recent IT girl, Sophia Richie Grange, is the perfect example of this. She's elegance, she's class, she's what people want to be – and so much more.



It encourages a capsule wardrobe.

As I mentioned previously, the clean girl aesthetic doesn't consist of an overstated wardrobe. You won't find loud patterns, excess and maximalism in this girl's wardrobe. And while a capsule wardrobe entails different pieces for everyone (after all, one may prefer colours and patterns, wearing them more often than neutrals), it's commonly recognised that this aesthetic features most often a neutral colour palette and versatile pieces that can be mixed and matched to create countless outfits.

And what's the purpose of this, you might ask? Well, a cohesive wardrobe encourages less consumption, with the individual instead choosing to invest in quality, durable pieces. Don't get me wrong, there are many who subscribe to this aesthetic and get swept up in Pinterest boards and shopping carts, buying more than they need, but that's an issue with any style. The goal of a capsule wardrobe is to buy less, not continuously indulge.

Like it or not, the clean girl aesthetic is here to stay. While trends may come and go, the clean girl aesthetic has proven its staying power, capturing the hearts of many.

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