

# Internet aesthetics rise in popularity

Students interested in internet aesthetics speak about the ways in which they incorporate their preferred aesthetic into their fashion and building online communities and subcultures based on those aesthetics.

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Light  
academia

PHOTO COURTESY OF RYAN KOHLER

Ryan Kohler ('23) wears a Light Academia inspired outfit. Kohler first found out about aesthetic culture through the internet.



PHOTO COURTESY OF ESIN YURDANUR

Esin Yurdanur ('22) wears flower rings which draw inspiration from the Cottagecore aesthetic. However, Yurdanur has said she chooses not to follow a single aesthetic.

According to ST. ART MAGAZINE, through social media platforms such as TikTok, Instagram and Tumblr, aesthetic subcultures have emerged that often center around certain eras or geographic regions. Each aesthetic consists of unique visual identities which are typically expressed through fashion, but can also be presented in hobbies and entertainment.

Esin Yurdanur ('22) said her initial discovery of internet aesthetics was sparked by her heightened interest in fashion and clothing.

"I was like, 'Maybe I should wear something that makes me feel good at school,' so I started planning my outfits the night before," she said. "It kind of made me feel more excited about doing something that maybe wasn't so exciting."

After becoming more interested in clothing, Yurdanur said she began pull-

ing experiments with aesthetics is mainly through fashion. When exploring with Cottagecore during the summer, Rasetta Moini said she decided to make a dress that emulated Cottagecore fashion.

"My grandmother has a lot of fabrics laying around her house and she lives in Italy," she said. "So when we went to see her over the summer, she showed me all of these different fabrics and I made a dress."

Despite mainly incorporating aesthetics into her life through fashion, Yurdanur said she also tries to achieve the lifestyle and overall "mood" of an aesthetic.

"Lifestyle's a big part of it," she said. "I like studying a lot, so I just want to be one of those Pinterest photos where it's a cup of coffee and my croissant and then like a laptop and notes."

Similarly, Ryan Kohler ('23), who identifies with the Cottagecore aes-

always been something that I've been interested in but never really known the name of."

Moreover, Kohler said subcultures can act as ways to unite communities on the internet.

"Aesthetic subcultures are little groups that can connect together over categories that have similar music tastes, color palettes, fashion interests and even sometimes similar ideologies and themes," she said.

Similarly, Rasetta Moini said a person's aesthetic, particularly the way in which they incorporate that into their clothing, can act as an "invitation" for others to talk to them about their own interests. She said she often tries to present herself in a way that makes that possible.

"Aesthetic is all about the personality you have and corresponding that with a certain personality that you want to show to other people," she said. "I started noticing there's certain things I was interested in, and I want to show that to other people so maybe they're interested in that as well so it could be something that people can connect over."

Furthermore, Rosetta Moini said though the internet can act as a platform for connecting people, for her, going "outside and showing people" her aesthetic is more enjoyable. She said she often travels to different parts of the city, such as Soho, to not only present her own aesthetic and sense of fashion, but see and meet people who have interesting aesthetics and fashion.

"Sometimes you see people with this unbelievably intricate style, and you just want to go up to them and talk to them," she said. "Another thing that aesthetic is, is that sometimes it can be like an invitation to be like, 'I'm interested in this, what are you interested in?'"

For Eichenberger, her aesthetic subculture plays a significant role in multiple aspects of her life.

"I'm definitely more grunge and I dress in really grungy ways," she said. "A lot of my outfit choices are inspired by my aesthetic subculture. That is pretty apparent in the way I dress and the way I do my makeup."

Yurdanur said incorporating an aesthetic into her life by dressing or living in a way which emulates the overall style of that aesthetic helps make life more interesting for her.

"It makes you feel a bit more excited about really normal things because I'm like, 'I saw this somewhere and it looked good, and I want to achieve that,'" she said. "It might be a bit shallow, but it does make something more exciting."

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Esin Yurdanur ('22)

ing fashion inspiration from Pinterest and TikTok. These platforms prompted her discovery of different aesthetics such as Dark Academia, which is centered around European philosophy, art and literature, as well as Cottagecore, which celebrates a romanticized version of Western agricultural life.

Yurdanur said despite incorporating different aesthetics into her lifestyle and fashion, she doesn't feel that she identifies with any single one. She said she likes "the whole energy" of Dark Academia, and thinks that Cottagecore is "very cute." She said she feels "very split between them."

"I don't really have an aesthetic that I fit into ... because I want this life, and this life and this one, so it's a bit difficult," she said.

Ysabel Rasetta Moini ('23) said she often experiments with different aesthetics and doesn't want to feel tied down to just one type of style.

Despite describing her aesthetic as "eclectic, artistic, colorful, vibrant and just maybe a tiny smidgen of vintage," Rosetta Moini said she has also "experimented with Cottagecore."

"I try to not limit myself," she said. "I'm not gonna walk into a store and be like, 'Oh, I can't get that because that's a different aesthetic.'"

Rasetta Moini said the way she

thetic, said she connects with the lifestyle and overall natural aspect of the aesthetic.

"I just like the idea of ... living in a cottage in the woods and a big field and wearing some dresses and baking and flowers and greenhouses," she said. "I just love it."

Kohler said she tries to incorporate the aesthetic into her life in a variety of ways.

"Sometimes I'll just be in my room and daydream about living that certain lifestyle," she said. "A way to incorporate it could be like you could change your fashion sense or do stuff that is popular within that subculture."

After the subculture of Cottagecore sparked her initial interest in the world of internet aesthetics, Kohler said she "started to see what I liked on TikTok and Pinterest and thought it was cool and I would interact more with those posts."

Similarly, Eva Eichenberger ('23) said aesthetics have always been a point of interest for her, and having a group of people that share similar interests has given her a place to express that passion.

"I've always been interested in aesthetic things, so things that look good and are pretty, and aesthetic subcultures have both," she said. "It's just