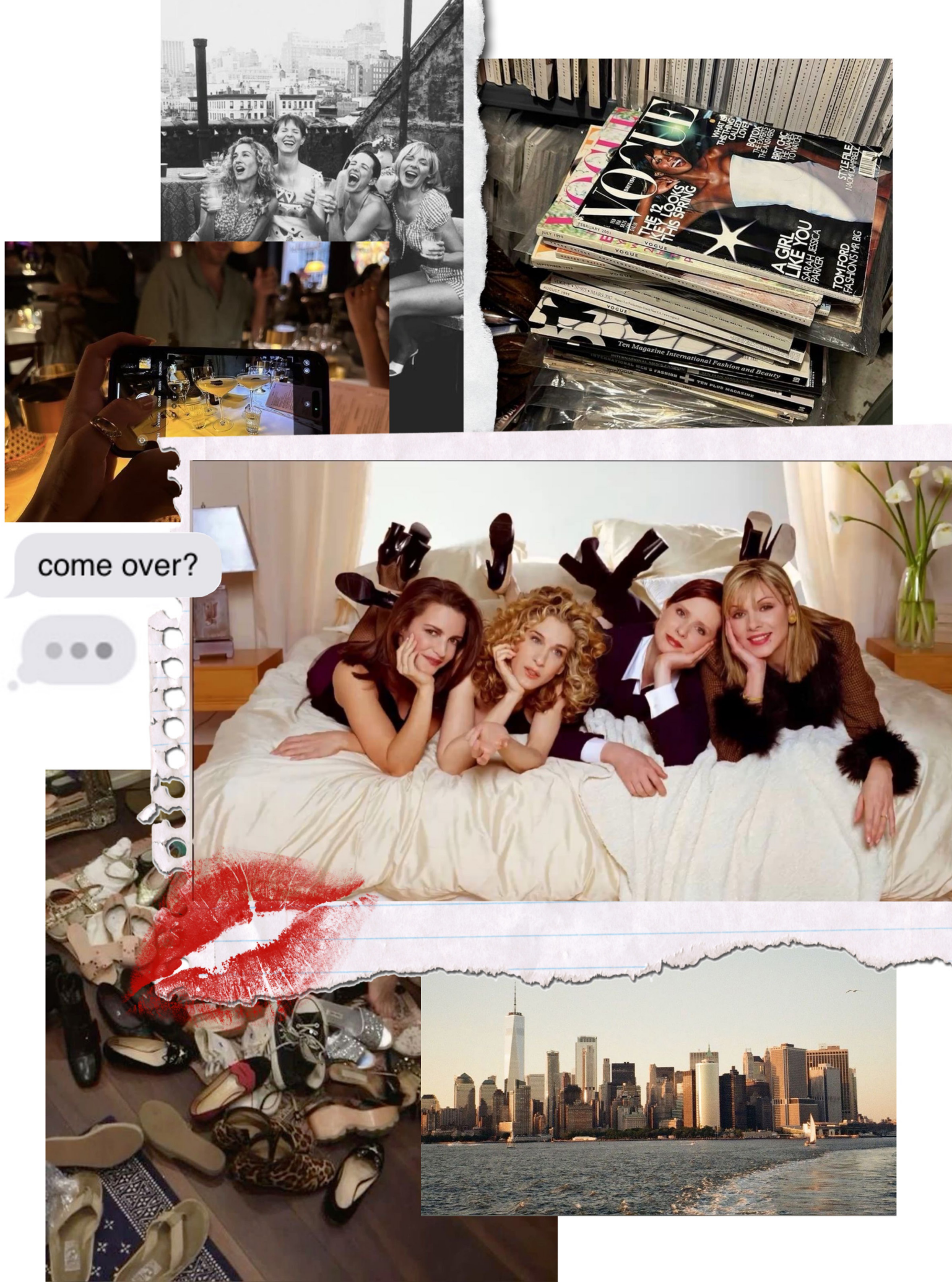




Dating Apps and the "Ok"

New York's 90's 'It' girls reimagined as Gen Z icons

The Sex and the City stars, Carrie, Samantha, Miranda and Charlotte, paved the way for extravagance in everyday fashion in the late 90s and 00s. No ensemble was ever 'too much' for the occasion. Costume designers Patricia Field and Rebecca Weinberg gave each character their own chic sense of style to reflect their personalities and their outfits continues to inspire the fashion of young women today.

Carrie wouldn't have been Carrie without her extensive collection of heeled pumps (especially her beloved Manolo Blahniks) which she owned in every colour and wore in every single episode. Carrie was also known for her playful satin slip dresses, tulle skirts and floral fabrics.

Samantha showcased her seductive and provocative nature in her style with leopard print and red garments that emphasised her figure. Samantha took any opportunity to show off her cleavage or hips in the hopes of enticing a young gentleman at her PR social events and bars.

Charlotte's style radiated wealth and sophistication and is arguably the most timeless out of all the women. Charlotte was the most conservative character, in terms of her dating life (the polar opposite to Samantha), and this was reflected in her simple, modest and feminine style.

As the most level-headed and rational character, Miranda prioritised practicality over flamboyancy especially in her work attire, wearing androgynous power suits and blazers. On the weekends however, Miranda sported a boyish aesthetic with denim overalls and jeans, only flourishing into a more feminine style in the later seasons of the show.

So we answer: how would the women of Sex and the City dress if they were young Gen Z women? What fashion and beauty trends would they follow? How different would their dating lives look?





Charlotte York

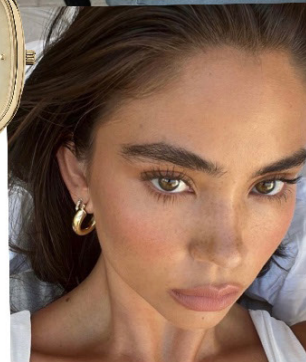
Charlotte dreamt of finding her knight in shining armour, settling down and building a family. In 2024, Charlotte would be a mommy influencer, filming homemade recipe videos and day-in-the-life,

Nara Smith-esque TikToks. Charlotte was a perfectionist and always wanted everyone around her to view her as flawless, her content would show unrealistic standards of motherhood, and viewers would watch her content in the hopes of living her idyllic lifestyle and she would never share the realities of her struggle with infertility on the internet. Charlotte would still be an art dealer on the side, but her main source of income (aside from her immensely rich and successful husband) would be from influencing.

“Maybe we can be each other’s soul mates. And then we can let men be just these great, nice guys to have fun with.”

Some may say Charlotte had the most timeless sense of fashion out of all the Sex and the City girls, as even her most ‘outrageous’ outfits are still wearable today. Charlotte would follow a ‘clean girl’, ‘old money’ aesthetic, wearing understated and muted colours like burgundy, navy and cream. Buttoned-up shirts, cardigans, polos and blouses would be her go-tos, wearing high-quality basic items and elevating them with accessories. As for jewellery, Charlotte would own an expensive gold watch that she would wear every day, matching it with a pair of gold chunky hoop earrings that exude wealth.

Even in her youth, Charlotte would disapprove of the use of dating apps, aiming to meet her husband organically.



Miranda Hobbs

The highly organised workaholic, Miranda prioritised her career over relationships in the show, with her negative views on men also hindering her love life. In 2024, Miranda would remain off social media, having a private Instagram account where she posts pictures of her friends and their adventures, remaining out of the spotlight.

But she would make frequent appearances on Carrie’s podcast, where she would be praised for her cynical yet realistic relationship advice that listeners would swear by. Carrie’s most successful episodes would be when Miranda is a guest.

For Gen Z Miranda’s work attire, she would wear oversized buttoned shirts and sweater vest, displaying her masculine side in an office-appropriate way. On her days off from being a lawyer, Miranda would wear a modern Sporty Spice look, with adidas shoes and baggy low-waisted jeans.

Miranda would short a modern chic French bob, a style longer than before but still in her signature orange tone. Royal blue would compliment her red hair, whether that’s a funky blue mascara or blue accessories like a bag or shoes. As practicality is important to Miranda, a large handbag that fits all her necessities is

also important, which is why Miranda would own a Birkin bag and would carry it around as Jane Birkin once did. She would challenge the boundaries of gender and fashion. She would have dating apps due to Samantha’s influence but not use them in a serious way.

“I want to enjoy my success, not apologize for it.”

