



+

30%

Engagement
growth with
'Kidcore' on
Codec over
last quarter



KIDCORE AESTHETIC

A KALEIDOSCOPIC WORLD OF CUTE CREATIVITY AND CALMING NOSTALGIA

A colourful manifestation of a desire for simpler, less anxious times - **Kidcore** is riding on a huge nostalgia driven wave sweeping through culture.

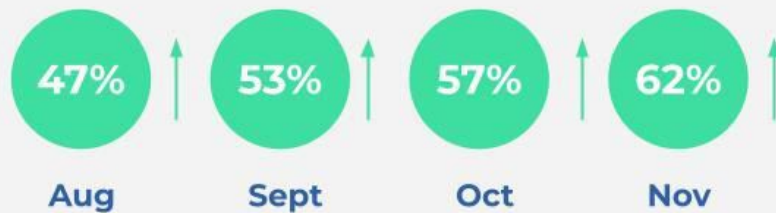
An expression of creativity and identity, **Kidcore engagement is spiking across GenZ fashion and beauty communities tracking on Codec.**

From **ColourPop eyeshadow palettes inspired by My Little Pony** to a complete refresh of HypeBeast for Pokemon's 25th anniversary, **cultural brands are already drawing creative inspiration from the rainbow and glitter world of kidcore.**

An aesthetic trend that speaks to a broader desire for a return to joy; the world has become very serious and grey - **Kidcore is all about making life more colourful and fun.**

KIDCORE AESTHETICS TRENDING ACROSS INTEREST TOPICS TRACKING WITHIN GEN Z FASHION & BEAUTY COMMUNITIES

Makeup Tutorials Creative self-expression



Using a unique AI algorithm, the Codec platform tracks billions of digital content engagements in real-time.

We track cultural communities; groups of consumers linked by shared values, leaders, symbols and behaviours.

Fashion Bloggers & Influencers Get the look - tastemakers

