

# What are the scandis wearing this summer?

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## THE CHOKEHOLD THAT IS SCANDI STYLE

Scandinavia is at the forefront of fashion when it comes to sustainability and functionality, aligning perfectly with Gen Z values. The impact of Nordic influencers and the rise of Copenhagen Fashion Week has taken this part of the world into the trend-spotting spotlight.

Check out our roundup to see which trends are in with the twenty-somethings.

## LACE / SHEER

Soft femininity is trending on the Stylemine feeds with lace and sheer at the forefront. As thrifting becomes less of a trend and more of a long-term lifestyle choice, so do the trends that embrace timelessness and pieces with longevity. Lace continues its timeless journey into 2023 but this time as the designated party piece.

## WHAT'S TRENDING?

Tagged outfit photos on Stylemine:

244 - TRACKSUIT TOPS

1121 - SHEER

1624 - LONG SKIRTS

4208 - BOOTS

@elisiematilda on Stylemine



## BLOKE CORE

Bloke Core, emerging from British football and Brit-pop culture, has made its mark, Catch Styleminers pairing it with everything you wouldn't expect, from hair ribbons to bohemian skirts, this is one no one expected.



@hamletdall on Stylemine

13 million jerseys sold in 2021  
...and increasing rapidly

2023

## CLOGS

Scandi Gen Z is going back to its roots by bringing back the traditional wooden shoe. Find them scouring their local second-hand stores for the real deal instead of buying new, the most coveted pairs identical to their predecessors of the 70's.



## HOTTEST TOPICS RIGHT NOW

It's a thrifted, tutu-twirling, short-shorts summer for the Scandis!

THRIFTED

SHORT SHORTS

TUTUS

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