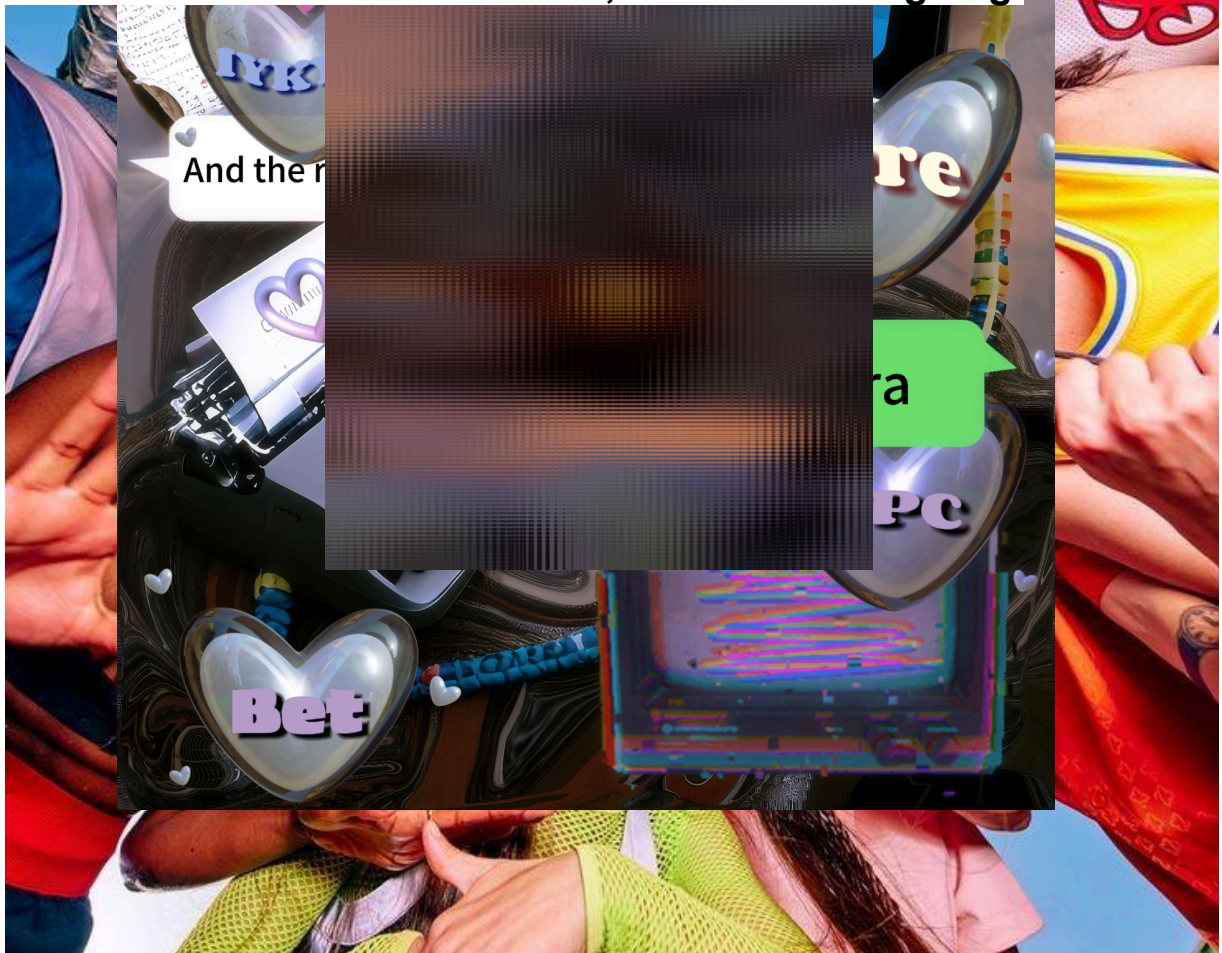




Slang, jargon and colloquialisms have perpetuated language in text since at least the 1800s, but actual usage has an unknown start date. In our current generation- Particularly, Gen Z- We argue that slang has become an integral part of our culture and a reflection of the state of the world, and where it's going.



Every slang word that gains popularity carries its own personality, attitude, and aesthetic, influencing not only how people communicate but also how they express themselves through fashion, behavior, and culture. These words act as cultural markers, shaping trends and reflecting broader societal shifts.



For example, “rizz”, meaning charisma and attraction, embodies a confident and effortlessly cool presence. In fashion, this translates to sharp, tailored silhouettes, bold streetwear, and statement accessories—outfits that command attention without trying too hard. Think of a sleek, monochrome ensemble with a well-fitted blazer, luxury sneakers, or a statement piece like tinted sunglasses. The essence of “rizz” is about looking put-together yet effortless, exuding charm without appearing overdone.



Similarly, “slay”, which signifies dominance, excellence, and high-impact presence, manifests in fashion through exaggerated maximalism and bold self-expression. This is seen in drag culture, high-glamour ensembles, sequins, metallic fabrics, corsetry, and avant-garde styling. Whether it’s a head-to-toe shimmering outfit, dramatic makeup, or structured couture-like silhouettes, the “slay” aesthetic is about owning a space with undeniable presence. Alternatively, “slay” can also apply to



minimalist power dressing—clean, sharply tailored suits, monochromatic outfits, and high-quality basics that exude quiet confidence.

Your fit slays 🔥

Keep the vibe

And

Other slang terms follow the same pattern. “NPC” (non-playable character), originally an internet joke about background figures in video games, has evolved into an ironic aesthetic in fashion—normcore, techwear, and AI-inspired minimalism. Plain oversized hoodies, muted tones, and uniform-like dressing



reflect the humor of blending in while making a subtle statement

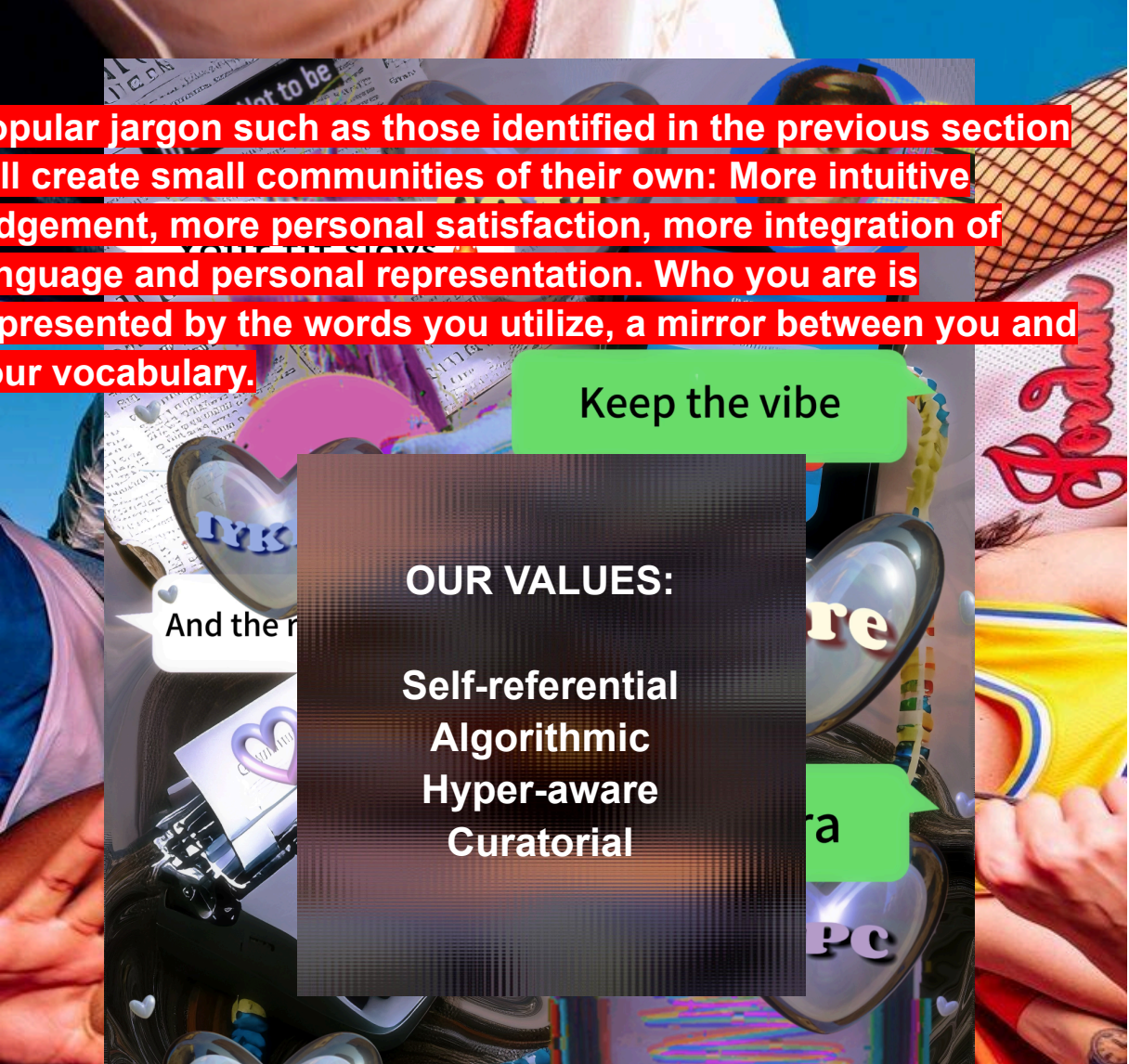


Even a term like “goblin mode”, which describes unapologetic comfort and chaos, has an aesthetic translation: oversized, cozy loungewear, mismatched layers, fuzzy textures, and unpolished styling. This look embraces a rejection of perfection, favoring raw authenticity and ease.

As slang continues to shape identity and trends, we believe that the future of culture lies within words like these—each carrying its own unique visual language, attitude, and social meaning, influencing not just what people say, but how they present themselves to the world.







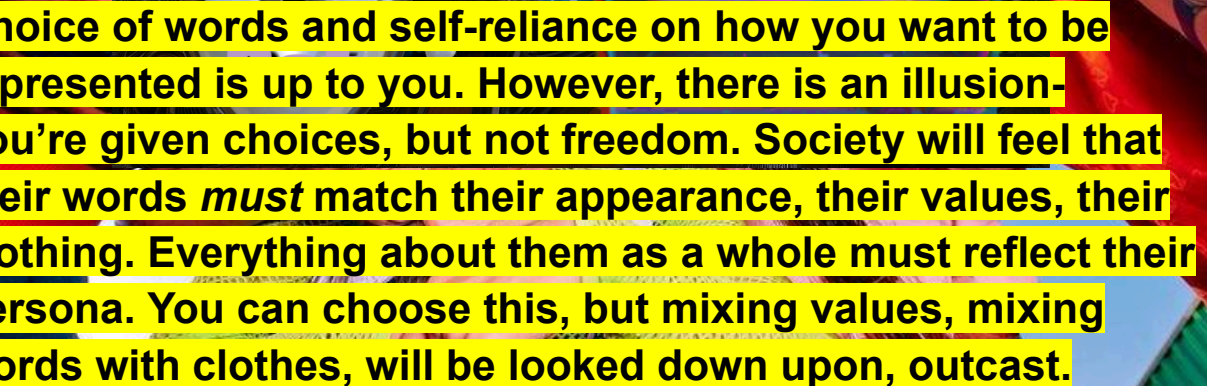
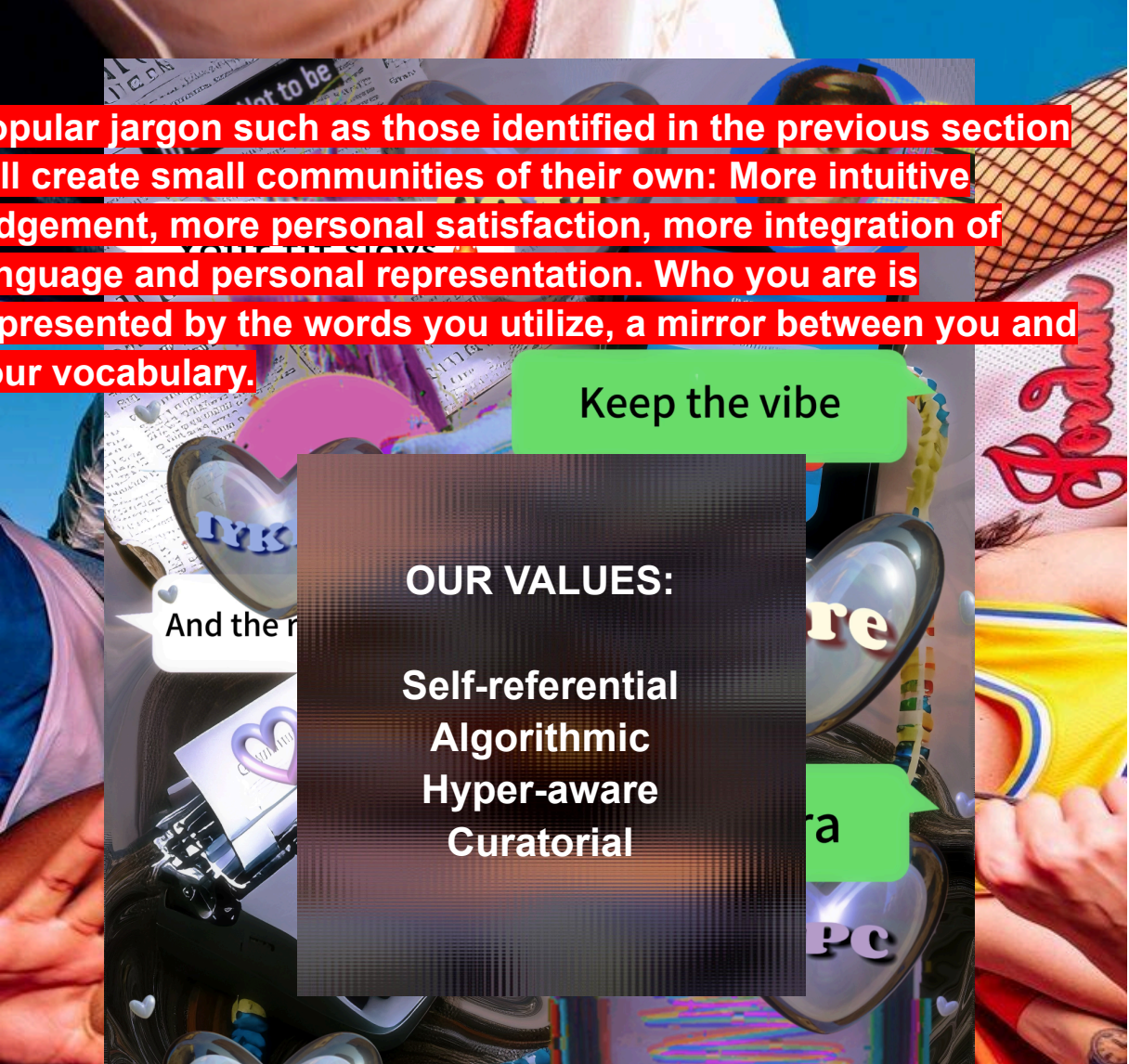
Popular jargon such as those identified in the previous section will create small communities of their own: More intuitive judgement, more personal satisfaction, more integration of language and personal representation. Who you are is represented by the words you utilize, a mirror between you and your vocabulary.

Keep the vibe

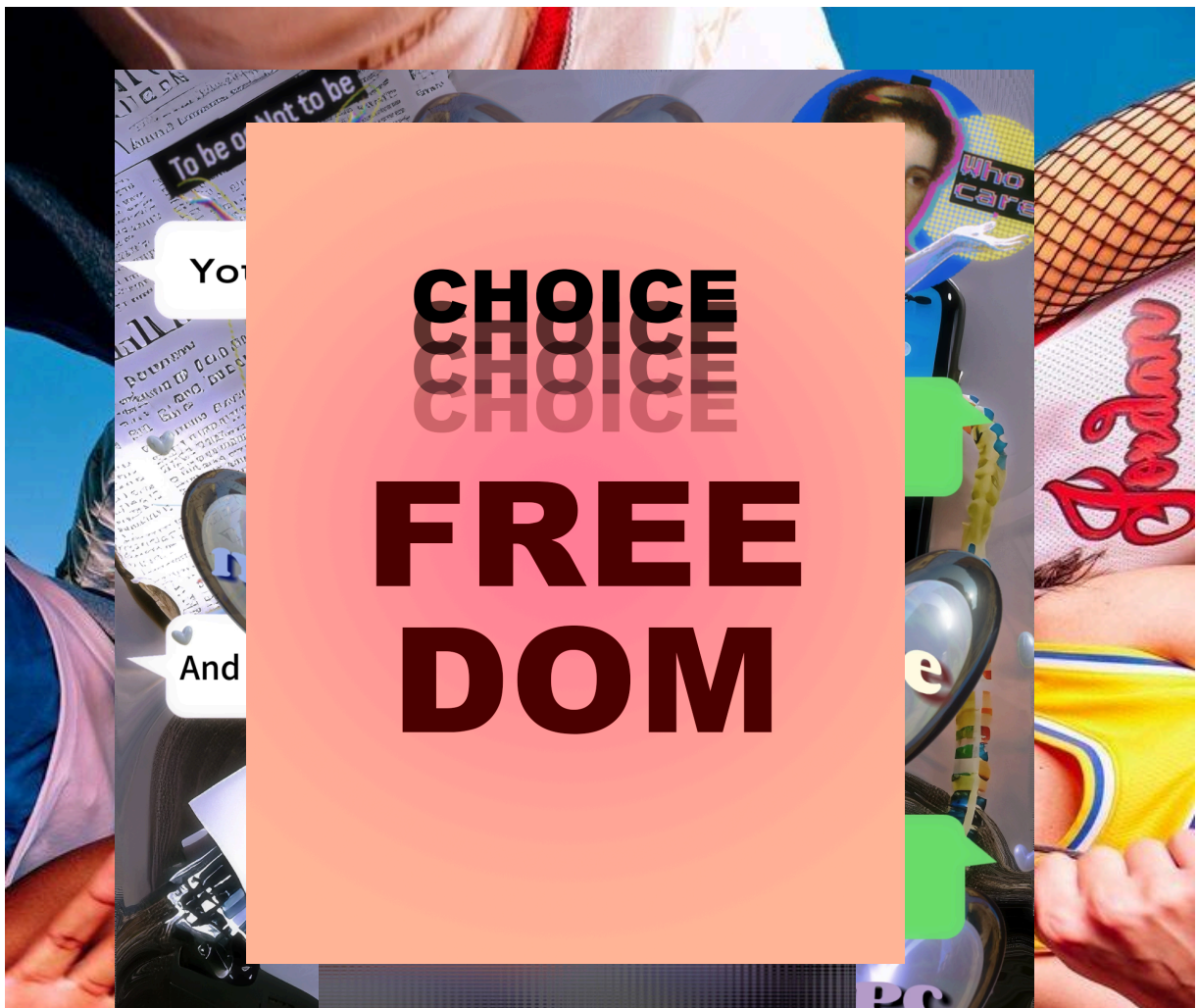
OUR VALUES:

Self-referential  
Algorithmic  
Hyper-aware  
Curatorial

Choice of words and self-reliance on how you want to be represented is up to you. However, there is an illusion- You're given choices, but not freedom. Society will feel that their words *must* match their appearance, their values, their clothing. Everything about them as a whole must reflect their persona. You can choose this, but mixing values, mixing words with clothes, will be looked down upon, outcast.



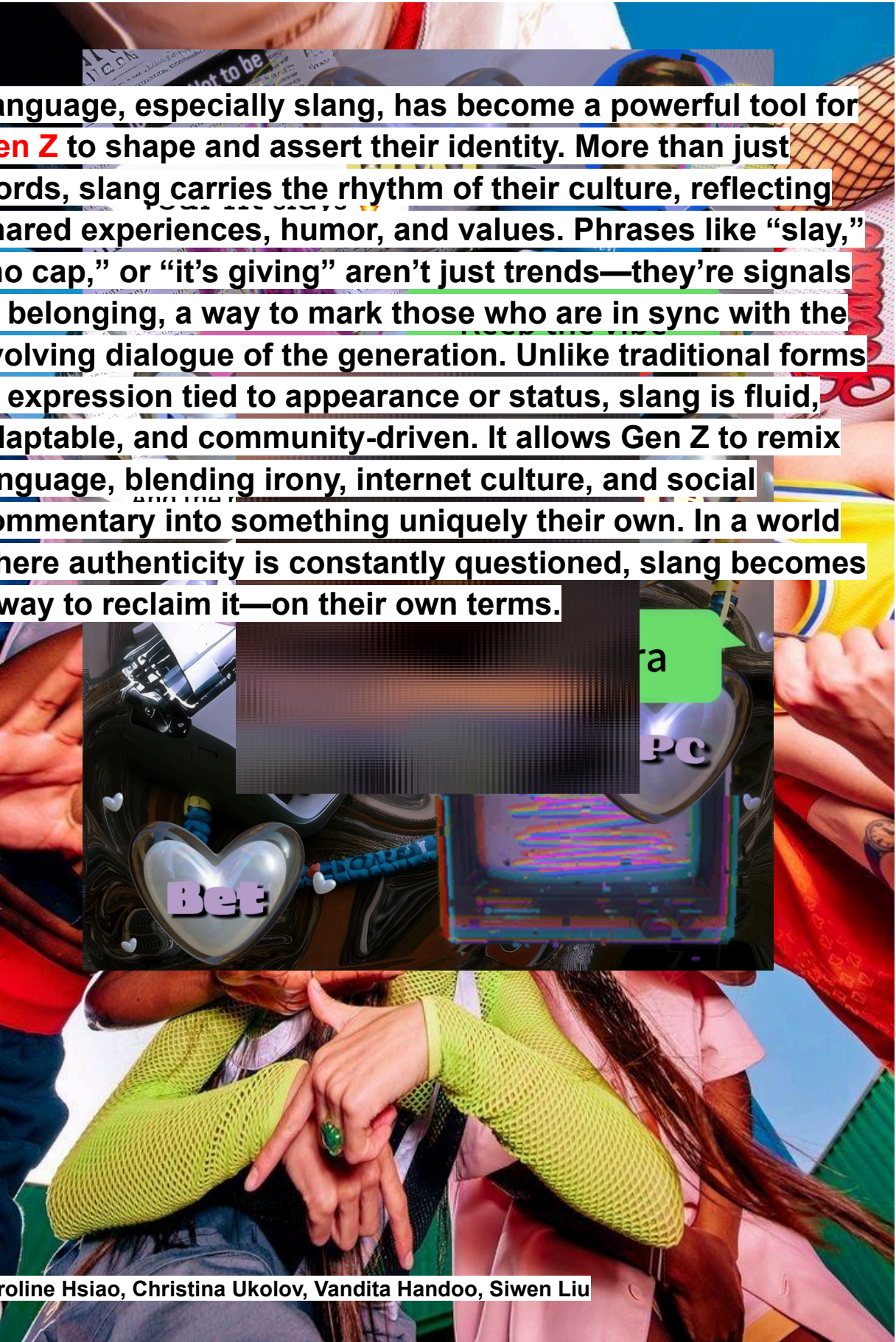




**Yet, there is power in breaking these expectations. When individuals embrace contradictions—mixing styles, values, and expressions—they challenge the narrow definitions of identity and open the door for something more genuine. A businessman in streetwear redefines professionalism, a poet speaking in blunt pragmatism makes art more accessible, an activist indulging in luxury proves that passion and pleasure can coexist. Every act of self-expression that defies convention expands the space for others to do the same. True freedom may not be handed to us, but by owning our contradictions and standing confidently in them, we create it for ourselves.**







Language, especially slang, has become a powerful tool for **Gen Z** to shape and assert their identity. More than just words, slang carries the rhythm of their culture, reflecting shared experiences, humor, and values. Phrases like “slay,” “no cap,” or “it’s giving” aren’t just trends—they’re signals of belonging, a way to mark those who are in sync with the evolving dialogue of the generation. Unlike traditional forms of expression tied to appearance or status, slang is fluid, adaptable, and community-driven. It allows Gen Z to remix language, blending irony, internet culture, and social commentary into something uniquely their own. In a world where authenticity is constantly questioned, slang becomes a way to reclaim it—on their own terms.

Caroline Hsiao, Christina Ukolov, Vandita Handoo, Siwen Liu



