

# cottagecore



Meadows, teacups, secret gardens, baked sweets and eyelet blouses are all telltale signs you've stumbled across cottagecore, a hyper-specific escapist fairytale aesthetic that has proliferated on TikTok and Instagram since early 2020. We're now seeing it come to life in brand design with its use of earthy, warm colors (think greens, browns and creams with pops of floral color); natural textures like wood, grass, wicker, ceramic, linen and glass; sunny perspective with dappled leaves and sun halos; organic images like birds, florals and lace; and type that is simple and traditional, almost harkening back to a hand-done feel. Veering towards maximalism, cottagecore also incorporates sound and motion to effectively immerse you in its world.