How 'Barbiecore' is bringing gender extremes back to the forefront of fashion

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With the "Barbie" movie currently filming in California, the world's most famous doll is imposing her signature style on the catwalks, red carpets, and even our wardrobes, reinvigorating certain stereotypes thought dead and buried.

Women have decided to move on from the comfort of sweatpants to embrace more extravagant clothing styles, bright colors and mismatched patterns. All things pink, ultra-short, ultra-tight and ultra-kitsch appear to be on a mission to conquer our wardrobes this summer, as part of a trend called "Barbiecore."

"Life in plastic, it's fantastic"
Recently the goth look, hiker style, the 'weird girl' aesthetic, the minimalism of the 'coastal grandmother' and sporty fashion were among the main trends of the season. But "Barbiecore" seems to be the absolute antithesis of all these trends, focusing on a stereotypical wardrobe in the extreme, channeling fun, glamour and ramped up femininity.

Pink is the new Black

This aesthetic, inspired by Barbie's world, above all translates into an explosion of pink, a color already adopted by a host of stars across the Atlantic. Megan Fox didn't miss the opportunity to step out in the shade when attending the premiere of the documentary about her dear and beloved Machine Gun Kelly, aptly titled "Life in Pink." She took to the red carpet in a Barbie-esque outfit. An experience that she repeated the following days on the streets of New York.

But the American actress is far from the only one taking style cues from Barbie. Hailey Bieber posted a picture on Instagram showing her wearing an outfit directly inspired by the world of the famous doll -- a pink skin-tight mini-dress and XXL platform boots.

Similarly, the now blonde Kim Kardashian went as far as accessorizing her metallic pink outfit with a matching handbag adorned with multiple glittering embellishments. It's hard to get more kitsch, and that's probably -- precisely -- the appeal here! Meanwhile her sister Khloe posted pictures of herself looking like Barbie in a pink latex minidress with pink shoes and blonde locks. After two particularly gloomy years, the idea is to show off and have fun, summer being the ideal season to do both.

A lasting trend?

Even if this Barbie fad doesn't last, the fall season could still be tinged with her favorite shade -- pink. The fall-winter 2022 shows proved a real ode to the vibrant color, starting with Valentino, which splashed the shade on dozens of looks, both in women's and men's styles. But the fashion house isn't alone in bringing pink to its collections. Michael Kors, Versace, Act No. 1 and Dolce & Gabbana are among the brands that hope to keep rose-tinted fashion on the agenda for a few more months.