



Deep Dive.

# Why are *The 2010s* *Back?*

If you've been active on social media lately, it may seem like you've time-travelled back to 2016. All over our feeds we've been bombarded with palm trees, old iPhones and the Rio de Janeiro filter. But why the sudden comeback? Keep reading to find out how the 2010s ties into marketing & consumer behaviour.

# Nostalgia Marketing.



2016

1.7 M 11.4K 81.1K 61.6K

instagram even used the rio filter <3



So what is nostalgia and why is it relevant?

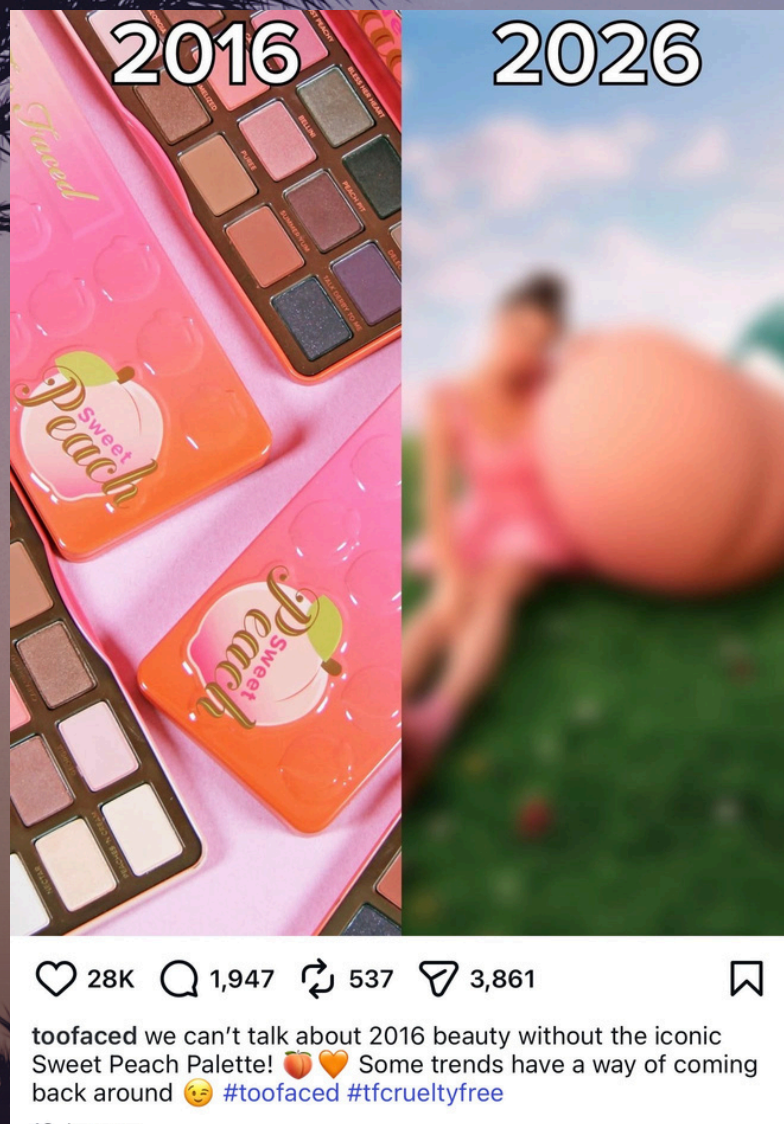
Nostalgia is typically defined as a sentimental longing for a time in the past. However, it's more than just an emotion, it can be used as a marketing tool.

By reviving familiar products or aesthetics, brands tap into a consumer's positive emotional associations. This creates a sense of connection between the brand and the consumer.

Recently, Too Faced teased the re-release of its Sweet Peach Palette, a product synonymous with 2010s beauty culture.



Continued.



The Instagram post generated 28,000 likes on Instagram, surpassing the brand's typical Instagram engagement.

Ultimately, nostalgia works. To consumers, it isn't just a makeup palette, but a reminder of a simpler time.

So, while people share their 2016 throwback carousels, brands have been using this moment to remain relevant and connect with consumers.



# Recession Indicators.

Feelings of familiarity and positivity can act as a shield against uncertainty. So, it's only natural to look back at 2016 and feel a sense of comfort.

With cost-of-living pressures and rising inflation, consumers have become more cautious about spending. This leads to 'recession indicators' reflecting this. The formal definition of a recession indicator primarily refers to data indicating economic contractions.

However, you might be more familiar with the term being used on TikTok to describe blazers in the club, minimalism and of course, 2010s nostalgia.

In other words, when budgets tighten and uncertainty rises, consumers retreat to what feels familiar and safe. It feels better to look back than to innovate.



This combination leads to companies maintaining engagement and sales by using the past, even during a recession.

# The 2010s Resurgence.

Now for the fun part, where has the 2010s resurgence been the most prevalent?

The most obvious answer is social media. Many celebrities have posted 2016 throwbacks. On TikTok, the 2016 filter has been popular, with 55 million videos using it (BBC).

As for makeup, you may recall Kylie Jenner re-releasing the King Kylie collection. At the moment, it doesn't seem like people have been returning to harsh eyebrows or intricate cut creases that were hallmarks of the 2010s.

However, makeup brands including Anastasia Beverly Hills, Too Faced and Benefit have referenced 2016 recently.

If you're into fashion you may have seen the Chloe Paddington, Balenciaga City Bag, YSL Mombasa and Isabel Marant Beckett Sneakers all over your feed. What do they have in common? They were all staples of the 2010s and have been reissued by their respective brands.

To sum up, the 2010s have been popular within the beauty, fashion and online spaces.



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## Conclusion.

The whole 2016 trend isn't just random. It's a longing for a different time, one that was memorable and positive. It's this longing that's been used by brands to build loyalty, even when the present feels uncertain.

How do you remember 2016?

