

The VSCO epidemic

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Zanadia Cantu, a confident and beautiful woman, not worried about conforming to societies standards

To the young, impressionable girls this trend affects most...

Since August, I have watched my little sister morph into the coveted VSCO girl. Scrunchies are found all over the house, her water bottle gains more stickers by the day, and if I hear “sksksk” or “and I oop” one more time, I might lose my mind.

What started as a photo-editing app became a term used for the trendy girls who boast trendy products, such as Hydroflask, Brandy Melville, Birkenstocks, Crocs, Burts Bees, Forever 21, Patagonia, Lululemon, and many more. VSCO promotes the accumulation of material things.

But “VSCO” is more than a water bottle and some hair bands. It’s a wave of assimilation. It’s hard to tell where one trendy girl stops and the next one starts. My sister’s personality is no longer her own, it’s the same as every girl who has been influenced by the idealism of the “VSCO girl”.

I’m not saying it’s bad to like, wear, or say any of the things that trademark a person as a VSCO girl. I’m saying it’s important to be your own person. Trends are fun and addicting, but at the end of the day, are you still you?

In middle school and high school, it is so hard to find your place. I know from experience. It’s difficult to find a group that will accept you, which is what I think makes VSCO-ism so appealing. When you can choose to be a person who is automatically accepted, why not do it?

Here’s why: it is so much more fulfilling to be your own person. Wear what makes you happy, use your words to uplift (not to fit in), and most importantly, have a personality of your own. In a few years, no one will remember the scrunchies you wore, or the stickers on your Hydroflask. If your personality isn’t authentic and unique, chances are, they won’t remember you. Be the person who makes an impact, no matter how big or small.

