LEVERAGING AESTHETIC AND "CORES" FOR MARKETING!



by Tara L. Jacobsen

🎨 What Is an Aesthetic?

In the simplest terms, an "aesthetic" is just a visual vibe. It's the look and feel of something - from your outfit to your branding to the way you decorate your house. Back in the day (hi fellow 90s gals!), we had words like "shabby chic," "country," or "industrial." That was basically our version of an aesthetic.

But with the rise of social media, especially platforms like Pinterest, TikTok, and Instagram, aesthetics exploded. Every little niche now has a name and a community. Instead of just saying, "I like plants," there's a whole plant mom aesthetic. Instead of just dressing gothic, there's a whole dark academia lifestyle.

People don't just want to buy a product anymore. They want to buy into a feeling. They want to belong to a vibe.

📚 Moody + Intellectual Vibes



Think flickering candlelight, worn leather-bound books, and a playlist full of cello solos. These aesthetics are for deep thinkers, romantic souls, and anyone who's ever wanted to run away to an ivy-covered university and write poetry in a weathered journal. Basically? If you've ever whispered "I was born in the wrong era," this one's for you.

- Dark Academia – Tweed jackets, old libraries, poetry, and stormy weather. Gothic, dramatic, and deeply romantic.
- Light Academia – Similar, but sunnier. Imagine the same love of learning, but with more linen shirts and sun-drenched cafes.
- Art Academia – Paint-splattered aprons, sketchbooks, and museum dates. Creativity meets classical beauty.
- Romantic Academia – Lace gloves, classical music, love letters, and candlelight. Soft and dreamy.
- Vampirecore – Dark velvet, red lipstick, ornate decor, & a hint of danger. It's like Dracula went on Pinterest.
- Witchcore – Herbs, crystals, moon phases, and tarot cards. A little mystical, a little magical.
- Mysticcore – All the woo: astrology, psychic vibes, divination, and deep spiritual energy.

🌿 Nature + Cozy Vibes



These aesthetics celebrate the outdoors, simplicity, and a return to a slower, softer lifestyle.

- Cottagecore – Romanticizing rural life: gardens, handwritten letters, baking, long flowy dresses. Think of a Jane Austen heroine who also has a sourdough starter.
- Goblincore – Embracing the messy, muddy, mossy side of nature. Mushrooms, toads, shiny rocks, and found objects. Perfect for those who love the wild and weird.
- Grandmacore – Cozy cardigans, crochet doilies, floral wallpaper, and a pot of tea always ready. It's like living in a Pinterest version of your granny's house (in the BEST way).
- Farmcore – More rustic and grounded than cottagecore. Chickens, wide-open fields, tractor rides, and actual dirt under your fingernails.
- Countrycore – Cowboy boots, denim, southern charm. Less baking pies, more riding horses.
- Forestcore – Think deep woods, misty mornings, and moss-covered everything. Nature, but make it enchanted.
- Fairycore – Wings, sparkles, mushrooms, dewdrops, and ethereal lighting. Perfect if you want your life to feel like a magical forest fairy tale.
- Honeycore – Sunflowers, golden hues, bees and honey jars. Warm, sweet, and sun-drenched.
- Herbcore – Herbalism, apothecary jars, dried flowers, and a deeply earthy vibe. Think homegrown and handmade.
- Naturecore – A general love of the natural world: hiking trails, waterfalls, clean air, and greenery.



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🎀 Feminine + Whimsical Vibes



Girly, pretty, soft, and dreamy — but often with a twist of sass or sparkle. This vibe is all about embracing your inner child, fairy princess, or retro romantic. It's pastel palettes, magical details, and a whole lot of yes, I do have a sparkly pen collection, thank you very much.

- Barbiecore – Hot pink, glitter, and glam. It's not subtle, and that's the point.
- Coquettecore – Bows, blush, lace, perfume bottles, and vintage charm. Femme and flirty.
- Angelcore – Whites, feathers, clouds, halos. Pure, celestial, and soft.
- Princesscore – Gowns, tiaras, castles, and ballroom dancing. If your inner child still wants to be royalty, this one's for you.
- Balletcore – Pink tights, leotards, hair buns, and soft music. Graceful and delicate.
- Pastel Goth – Black meets baby pink. Think skulls with bows.

🏠 Homey + Vintage Vibes



A little worn, a lot nostalgic, and filled with personality. These vibes are for the ones who collect stories, love the scent of old books or fresh-baked cookies, and maybe have a slight obsession with thrift stores. Think: a perfectly mismatched armchair, a rotary phone, and the soundtrack of your favorite classic film playing in the background.

- Shabby Chic – Whitewashed furniture, florals, and feminine details. Romantic and vintage with a French twist.
- Vintagecore – A general love for all things old: rotary phones, typewriters, thrift finds.
- Retrocore – Celebrating the 50s through the 90s - pastel diners, lava lamps, or grunge flannel depending on the decade.
- Cluttercore – Maximalist joy! Layered textures, colors, and LOTS of stuff that sparks happiness.
- Antiquecore – Heirlooms, lace curtains, sepia-toned everything. Feels like living in an old photo.
- Bridgertoncore – Regency-era romance, pastel gowns, corsets, and scandalous ballrooms.
- Cottagegoth – All the cozy of cottagecore, with a darker, moodier color palette.



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✨ Fantasy + Otherworldly Vibes



These take you out of the everyday and into something totally magical. Whether it's underwater kingdoms, starry dreamscapes, or steampunk airships, these aesthetics bring imagination to life. Ideal for storytellers, cosplayers, or anyone whose Pinterest board could double as a fantasy novel cover.

- Mermaidcore – Iridescent colors, seashells, flowing fabrics. Sea witch meets under-the-sea glam.
- Dragoncore – Power, fire, gold, and epic fantasy vibes. Bold and ancient.
- Royalcore – Kings, queens, royal courts, and ornate decor. Aesthetic monarchy.
- Steampunk – Victorian fashion mixed with gears, goggles, and industrial fantasy.
- Cybercore – Neon lights, circuit board motifs, and digital dreamscapes.
- Dreamcore / Weirdcore – Surreal, trippy, and nostalgic. Feels like being inside a dream (or a glitch).

🎨 About Marketing Artfully

Hi! I'm Tara! I'm marketing strategist, branding nerd, and lifelong lover of visual vibes!

At Marketing Artfully, I believe great marketing isn't just about logos or fonts. It's about telling a story, creating a FEELING, and connecting with your perfect audience!

Whether you're a small biz owner, artist, or vintage loving seller, understanding aesthetics gives you a fun, visual shortcut to branding with heart. Explore more resources, tips, and templates at www.MarketingArtfully.com!

🏖️ Modern Lifestyle Vibes



More current or trend-driven aesthetics, often shaped by influencers and digital life. These vibes are aspirational and relatable — think productivity hacks, clean-girl skincare routines, and aesthetic desk setups. If you've ever reorganized your life based on a TikTok or curated your morning coffee just for the 'gram… you're in the right place.

- Clean Girl Aesthetic – Slick buns, gold hoops, glowy skin, and neutral tones. Minimal, chic, and put-together.
- That Girl Aesthetic – 5AM workouts, journaling, green smoothies, and productivity hacks. Influencer wellness in a nutshell.
- Coastal Grandma – Linen pants, white wine, Nancy Meyers kitchens. Effortless beachy elegance.
- Mob Wife Aesthetic – Fur coats, bold lips, animal print, and big attitude. Drama and glam.
- Old Money Aesthetic – Polo, cashmere, quiet luxury. Think Ivy League meets generational wealth.
- Soft Girl Aesthetic – Plush toys, hearts, kawaii influence, and pastel everything.
- Grungecore / Y2Kcore – Revival of 90s and 2000s looks - cargo pants, tiny tees, and attitude.
- Normcore – Deliberately average: jeans, sneakers, white T-shirts. It's anti-fashion fashion.
- Techwear – Futuristic, utility-based clothing. Think tactical streetwear meets sci-fi.
- Minimalistcore – Beige, white space, clean lines. All about calm and clarity.



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✨ Which Aesthetic Core Are You?

You know you've got a style, but have you ever wondered which aesthetic core truly matches your personality? Whether you're more moody and mysterious, sparkly and whimsical, or somewhere between forest witch and vintage librarian (no judgment, I love that journey for you!), this quiz is your shortcut to aesthetic alignment.

Circle your answers, follow your intuition, and let's find out which core you were BORN to rock. Spoiler alert: they're all fabulous — but one of them is so you it hurts.

1. What's your ideal Saturday morning?

A. Journaling in bed with a matcha latte and a sunrise playlist
B. Wandering a vintage market for old books and treasures
C. Hiking a mossy forest trail with your dog and a thermos of tea
D. Sitting in a café, writing your novel in a leather-bound notebook
E. Watching sparkly makeup tutorials while painting your nails pink

2. Which quote speaks to your soul?

A. "I can and I will. Watch me."
B. "One woman's trash is another woman's Pinterest project."
C. "In every walk with nature, one receives far more than she seeks."
D. "The world was hers for the reading."
E. "Too glam to give a damn."

3. Pick your dream home vibe:

A. Modern, clean lines with a touch of gold
B. A cozy cottage filled with handmade and thrifted treasures
C. A secluded cabin surrounded by wildflowers and birdsong
D. A historic townhouse with bookshelves from floor to ceiling
E. A pink palace with fairy lights and a disco ball

4. Choose your fashion must-have:

A. Sleek white sneakers and a structured blazer
B. Vintage Levi's and a floral thrifted blouse
C. Flowy linen dress and lace-up boots
D. Tweed blazer, wire-rim glasses, and leather satchel
E. Heart-shaped sunglasses and pastel platform heels

5. What's your go-to creative outlet?

A. Planning, bullet journaling, or productivity TikToks
B. Upcycling furniture or scrapbooking memories
C. Watercolor painting, herb drying, or gardening
D. Writing poetry, annotating books, or researching myths
E. Making moodboards, styling outfits, or dancing to 2000s pop

🎉 **Now tally your answers:**

- Mostly A = Modern Lifestyle Core - You're sleek, smart, and all about that girl vibes. Clean Girl Aesthetic, Coastal Grandma, or even a touch of Techwear might be your thing. You love systems, smoothies, and a good aesthetic desk setup.
- Mostly B = Homey + Vintage Core - You're a nostalgic soul with a thrift store radar and a heart full of DIY dreams. Think Shabby Chic, Retrocore, or Vintagecore. You love giving old things new life and probably have a typewriter you actually use.
- Mostly C = Nature + Cozy Core - You're grounded, nurturing, and happiest with a cozy blanket and a warm beverage. Forestcore, Cottagecore, and Fairycore are your happy place. Your Pinterest board is full of moss, mushrooms, and soft sunbeams.
- Mostly D = Moody + Intellectual Core - You're a deep thinker with a love of candlelight and clever conversation. Dark Academia, Romantic Academia, or Witchcore might be calling your name. You're all about mood, meaning, and a good brooding playlist.
- Mostly E = Feminine + Whimsical Core - You're playful, sparkly, and a little bit magical. From Barbiecore to Princesscore to Coquettecore, your world is full of beauty, fun, and a lot of pink. You bring the glam — and I LOVE that for you.

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