



PUNK*

Disclaimer*

Our definition of PUNK, we'd like to explore in this report is:

_Not a fashion style

_Not a historic movement

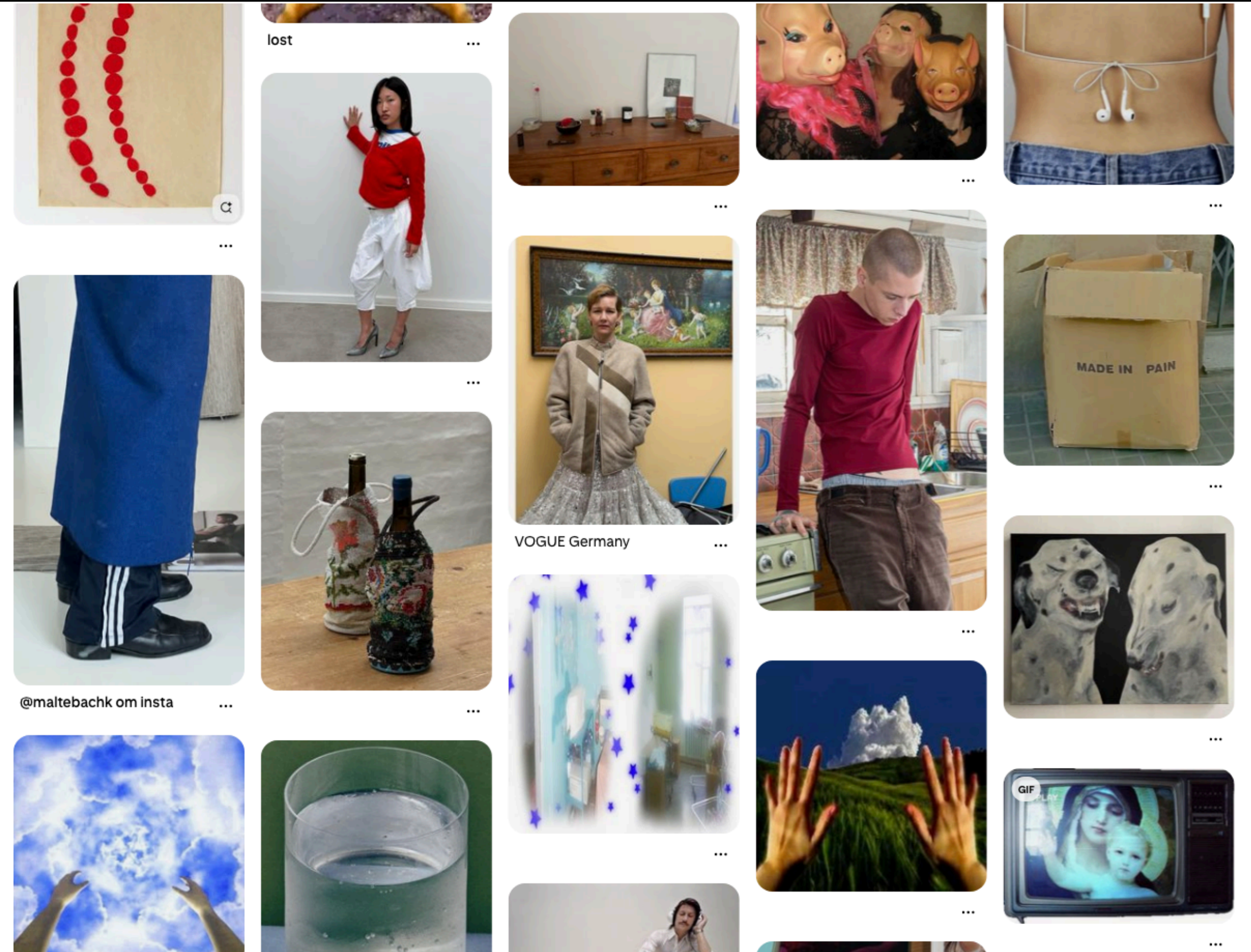
_But an embodied critical awareness



WELCOME TO MOODBOARD CAPITALISM *

Postmodernity references itself.

It absorbs every critique and re-packages it as a new aspirational trend cycle, until it no longer poses a threat



When did rebellion start to feel so lame?



PERFORMED SUBVERSION *

Subversion these days still has cultural valor but is very much operating within a system that feels safe



Asceticism *

- _Minimalism
- _Fasting
- _Cold Plunges



Blue Collar
Cosypay*

- _Workwear
- _Builder Core
- _Ironic
- Redneck Swag



Spirituality*

- _Astrology
- _Catholic Core
- _Mysticism



Intellectualism*

- _Performative
Reading
- _Librarian Core
- _Dark Academia



PERFORMED SUBVERSION *

The highly visually trained GenZ has perfected the way to capitalize on the allure of working class subversion - but without risking the precarity that goes with it



*THE FOUR PILLARS OF MOODBOARD CAPITALISM



1_moral
consumption

ethics expressed through
purchasing power
outsourcing responsibility
to brands and products



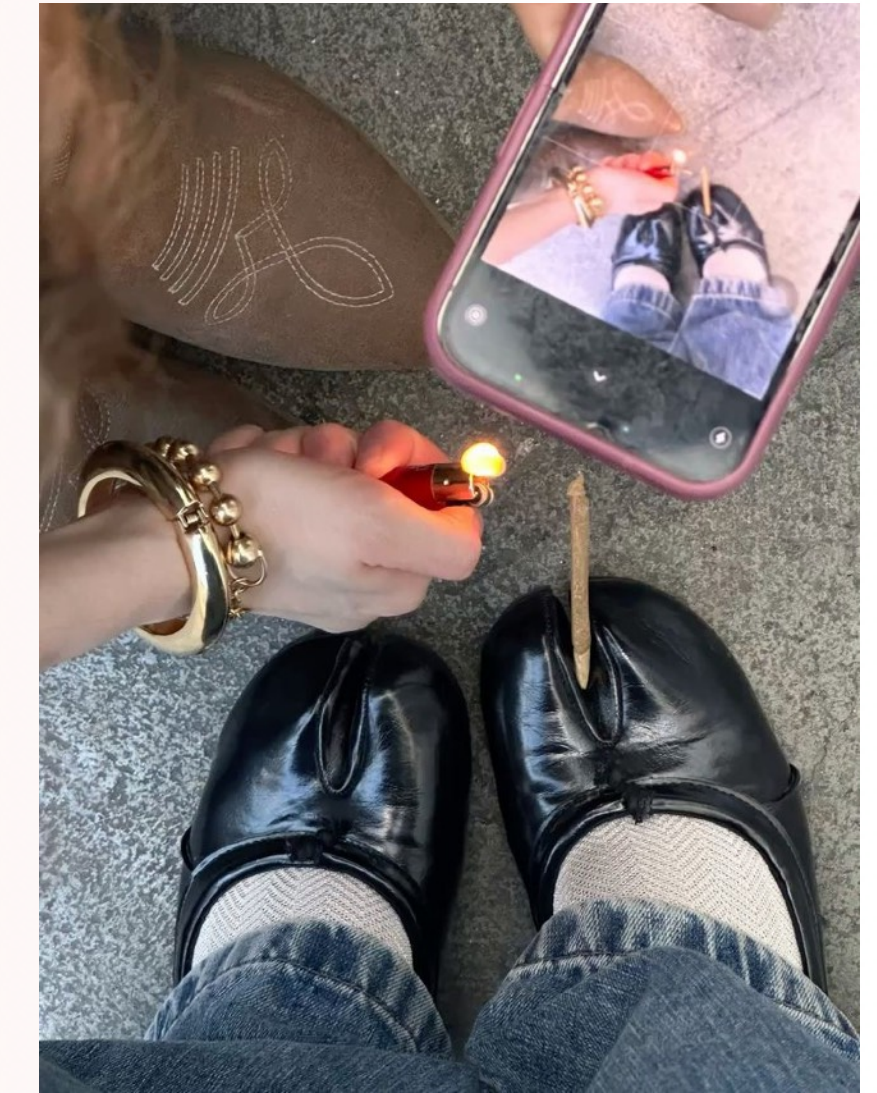
2_taste culture

identity constructed
through references
cultural knowledge as
social currency



3_irony

detachment as self-
protection never fully
committing, never fully
exposed



4_ subversion for
algorithm

rebellion optimized for
visibility designed to
engage, not to disrupt



*CURATED WORKING CLASS TEXTURE



Can you spot
the difference?

working class
aesthetics are
shaped by necessity,
improvisation and
limitations

selectively curated
these codes become
signifiers of
carelessness,
intuitive taste and
intellectual depth



Real texture *

Performed texture *



DIE LIBERAL

SLAY QUEEN



THE EXERCISE*

Once we learn to spot the difference between true substance and its aesthetic dupe.

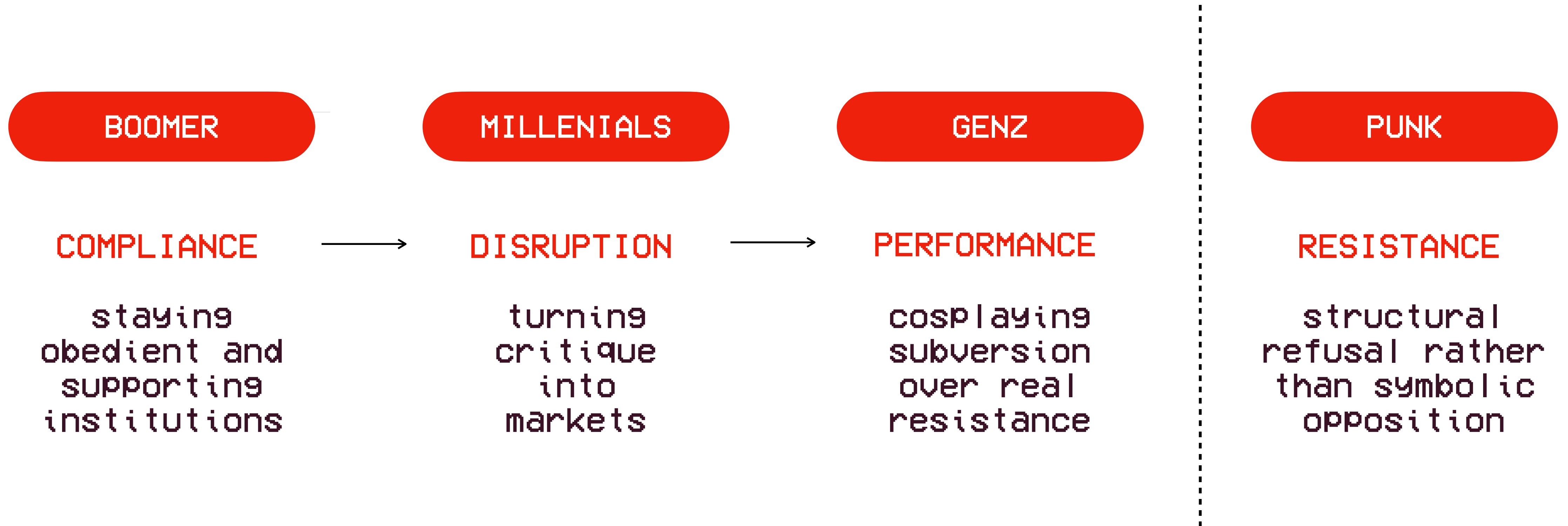
Maybe we can start to appreciate authenticity again

@pathetic



REINVENTING COMPLIANCE*

Capitalism persists because each generation invents a new way to survive inside it





freud.intensifies • 3 days



Imagine telling him he
needs to make short
form content to
engage the algorithm



89



Resistance does not have to be aggressive, it's polite refusal*

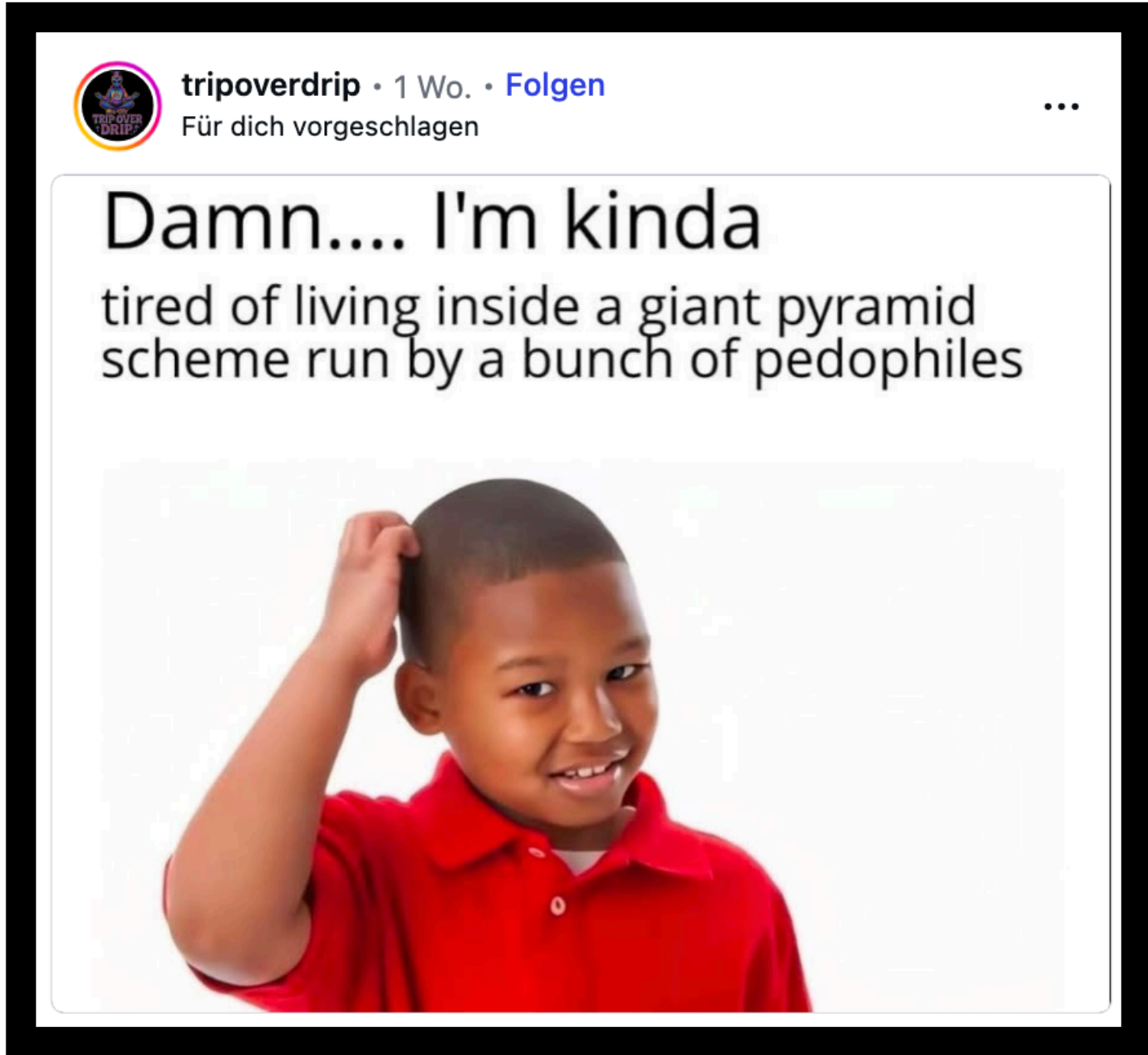
“I would prefer
not to”

Herman Melville's 1853, *Bartleby, the Scrivener: A Story of Wall Street*



CRITICAL CULTURAL AWAKENING *

Even the very same group that has perfected the performance is craving something real



@pathetic



evil doesn't die



it reinvents itself

WE ARE ALL HIPSTERS

Maybe the most hated cultural archetype of the 21st century - our disdain towards the Hipster obscures how deeply he has shaped modern consumption — and how much we have all followed in his footsteps.



WE ARE ALL HIPSTERS*

Hipster culture has created the framework for identity based consumption and personal branding that is so widely accessible today



The Pioneers



The Tech Bro/ The Girlboss



The Big Pants





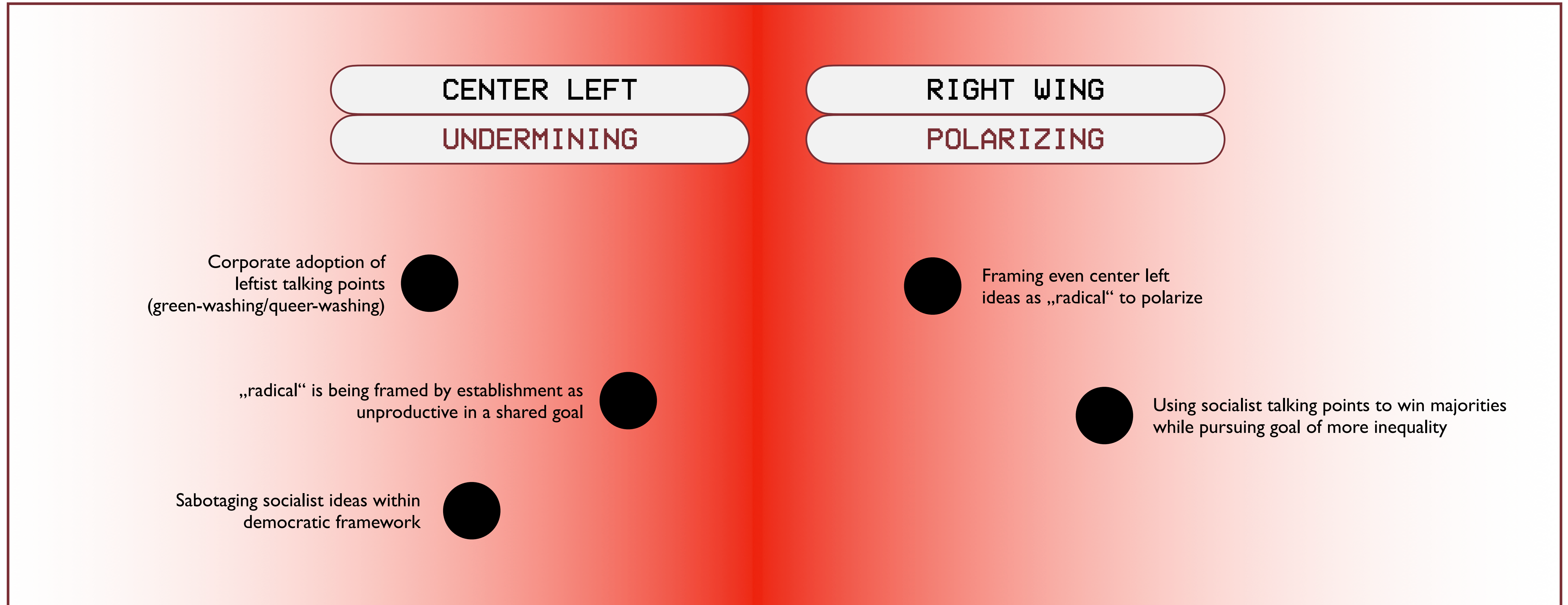
Is the spirit of punk dead?

No, but it has been in a state of managed sedation for some time. Kept alive enough to be referenced, but not enough to threaten anything.



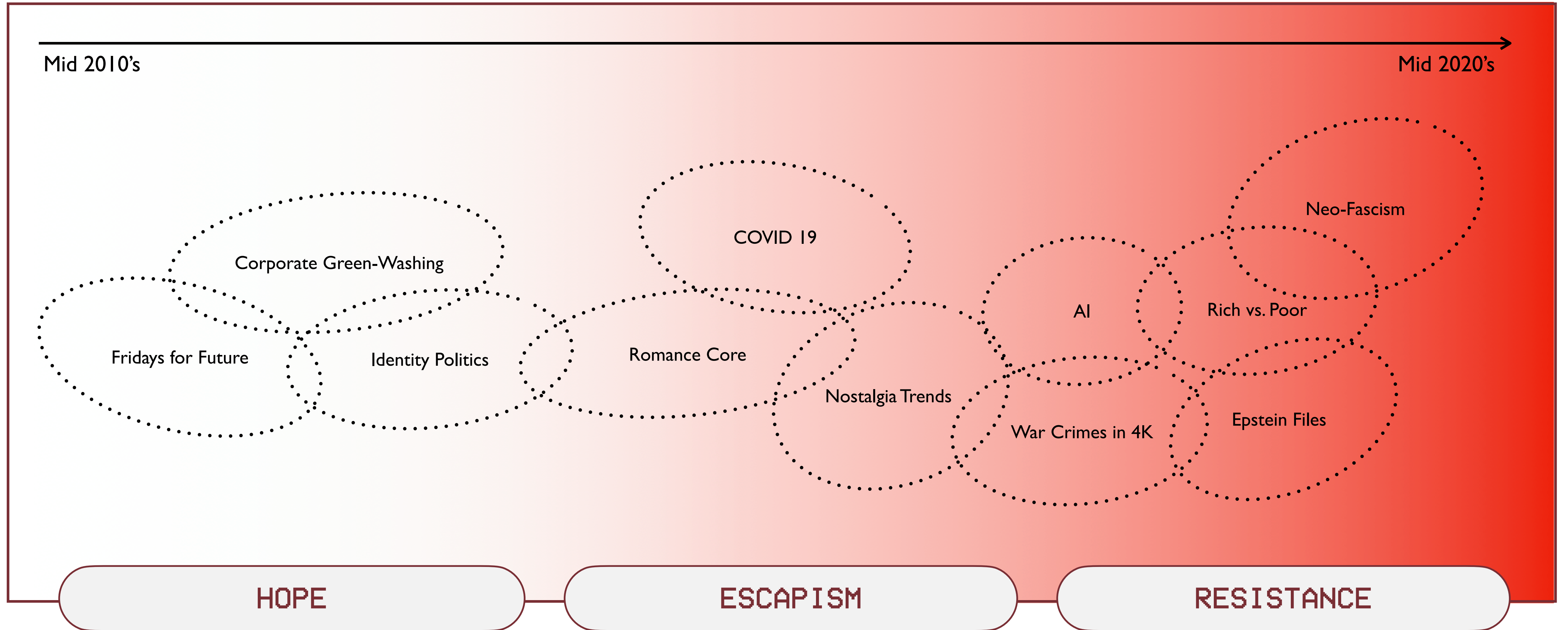
RADICAL CASTRATION *

Over the past decades, the term *radical* has been morally charged by the left and right to maintain the status quo



FROM HOPE TO RESISTANCE *

Young people have lived through an intense timeline within only a decade, forcing them to adopt different attitudes towards reality





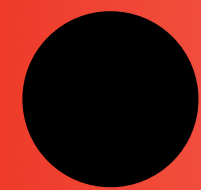
What then is PUNK?

*PUNK is a position that does not operate from a place of fear but from one of a dedication to thought.

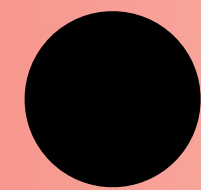
It is about the refusal to make peace with what is unacceptable. That refusal is still available. It just requires choosing it.



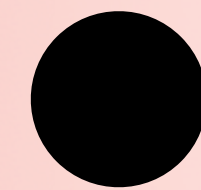
PUNK VALUES*



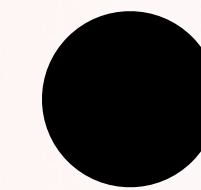
1_
staying
with the dirt



2_
deconstruction



3_
self-
determination



4_
the cost of
conviction

*none of these are aesthetic choices.
All of them come with consequence.



PUNK VALUES*

1_ staying with the dirt



The refusal to resolve complexity into clean answers or comfortable positions. An acceptance that the contradictions in our systems are real, and that sitting with them honestly is the necessary starting point — for critical thinking, for resistance, for anything that follows.



attention > solution

Stays present in contradiction, conflict, and complexity. Identifies the perversion of „normality“ Holds position without needing resolution or purity.



2_ deconstruction



The habit of questioning frameworks before working within them. An interest in who built the system, who it serves, and what it silently normalizes. Punk subversion operates at the level of structure, not just aesthetics. It begins where hipster irony ends — at the point where observation becomes interrogation.



process > status

Operates at a level where the medium itself becomes the subject. Exposes structure instead of decorating it. Refuses polish when polish hides how things actually work.

3_ self-determination



The discipline of autonomy: knowing what you actually think, separate from what the algorithm rewards. And then acting on it — DIY not as an aesthetic but as a practice of building from that position without waiting for permission or institutional validation. Not individualism, but the capacity to operate from a place that isn't simply a reaction to social feedback or market logic.



freedom > performance

Detaches from external metrics of success. Prioritizes internal alignment over visibility, growth, or career logic. The act itself becomes the reward.

PUNK VALUES*

4_ the cost of conviction



Active resistance as a choice with real material consequences — not a mood, not an aesthetic. The willingness to prioritize authentic position over market value, to hold a legible stance on something that matters even when strategic ambiguity would be more comfortable. A recognition that something real is always at stake, and that this is precisely the point.



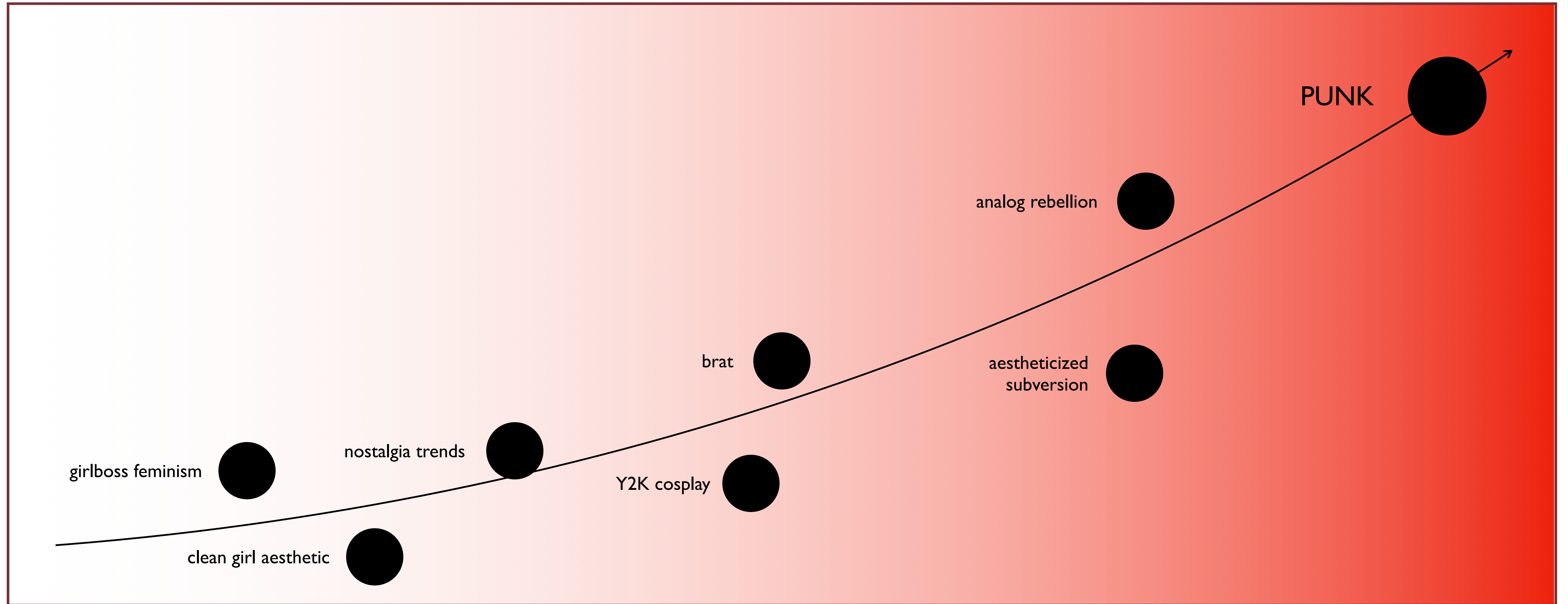
position > convenience

Maintains a public stance even when uncomfortable.
Grounded in a consistent internal logic.
Willing to absorb backlash instead of diluting position.



PUNK RENNAISANCE*

The rebirth of the spirit of punk is inevitable, the precursors are already here yet hollowed out





Whatever comes
next cannot be
another
moodboard.

Global Urgent Trends, 2026

