
The Phenomenon Of Minimalism Trends In Contemporary Kids Wear In Indonesia: A Visual Study Of the Shift On Kids Fashion Styles And The Characteristics Of Generation Z Consumers

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Abstract

The minimalism trend in kids fashion style represents a minimalist aesthetic characterized by neutral and earth-tone color palettes, along with simplified forms (minimal form) in silhouettes. In Indonesia, this trend has developed under the influence of social media and the visual preferences of Generation Z as young parents who tend to favor aesthetically pleasing styles. This study focuses on analyzing the trend phenomenon and the selection of minimalist styles in contemporary kids wear in Indonesia through a visual analysis of design elements, as well as identifying the characteristics of Generation Z as consumers. The research method employs a qualitative descriptive approach through visual analysis. Data were collected through observations of three high-end local kids wear brand collections released between 2023 and 2025, visual documentation, and literature review on minimalist style and Generation Z consumer behavior. The analysis focuses on elements of color, silhouette, material, and pattern. The findings indicate that the dominance of earth-tone and neutral colors, oversized silhouettes, and the simplicity of forms and ornamentation represent the aesthetic preferences of Generation Z consumers. These findings suggest a shift in the character of kids wear from the dominance of bright and expressive colors toward a visually minimalist approach. This study contributes to the discourse on children's fashion design and consumer behavior within the context of contemporary visual culture in Indonesia.

Keywords: Kids Wear, Minimalism, Generation Z, Visual Analysis, Fashion Trends.

INTRODUCTION

The development of kids fashion style—particularly for ages 3–7—in Indonesia over the past five years has shown a significant changes in visual aspects (color, silhouette, material selection, and pattern). Previously, children’s clothing was closely associated with bright, striking colors, cartoon-character pattern, and expressive illustrations. In recent years, however, a minimalism trend has emerged, characterized by dominant neutral tones such as beige, white, gray, black, light brown, and earth-tone combinations, along with minimalist silhouettes, oversized styles, and unisex concepts. This trend is driven by parent’s perceptions that minimalism conveys elegance, timelessness, and effortlessness. Visually, these colors reduce “noise” and create a chic impression. Minimalism in fashion emphasizes the principle *less is more* (Kawamura, 2020), reflected in the contrast between past and contemporary children’s clothing styles. Indonesian kids wear brands have begun adopting this principle by developing designs that incorporate sustainability considerations, slow-fashion themes, and more luxurious, premium concepts for the children’s segment.

Generation Z—now entering parenthood—plays a major role in this stylistic shift. As digital natives, Gen Z consumers prefer clean and aesthetic visuals that influence purchasing decisions (Kim & Sullivan, 2021). This phenomenon marks a transformation from children’s clothing as symbols of cheerfulness to cleaner, more modern styles, especially among middle- to upper-class urban families, partly because Gen Z prioritizes visual identity on social media. According to Rusdin (2025), Gen Z displays unique shopping behavior strongly influenced by product visuals and brand narratives. Consequently, brands design marketing strategies that emphasize aesthetics, from concept and visual mood to model selection and color combinations. Furthermore, Kurniawan (2025) reports that more than 50% of Gen Z consider sustainability and ethical values when purchasing fashion products. Easy access to information broadens young parent’s knowledge about factors to consider when buying fashion items, especially for children.

This study aims to analyze shifts in dominant colors, silhouettes, materials, and pattern in contemporary Indonesian kids fashion, which increasingly adopts minimalist themes, and to relate these changes to the characteristics of today's parents, largely dominated by Generation Z.

Color and the Aesthetics of Minimalism in Fashion

Minimalism in fashion has developed as a representation of modern identity (Lipovetsky, 2020). Beyond fashion, minimalist principles are also applied in fields such as architecture and interior design, aligning with the concept *less is more* (Kawamura, 2020). Although not everyone adopts minimalism, visually the style tends to be widely accepted. Color is the most easily perceived visual element and plays a crucial role in shaping consumer perception (Jiang et al., 2019). Physically, color is a property of emitted light; psychologically, it is an aspect of visual perception. When light strikes an object, it reflects that light, producing color perception in the eye (Nugraha, 2008). In minimalist design, color is essential for building visual “vibes,” particularly in fashion, where combinations convey impressions or themes and relate closely to color psychology.

In minimalist fashion, neutral color combinations are key to creating looks that are clean, premium, calm, visually uncluttered, and versatile. In terms of form, minimalist style emphasizes function, comfort, and product quality. Such designs are also easier to mix and match, making them practical to wear.

Neutral and Earth-Tone Colors as Visual Aesthetics

Earth-tone palettes gained popularity among consumers in early 2025. The term refers to combinations of natural hues such as terracotta, brown, olive green, mustard yellow, gray, teal blue, and ivory white. These colors are often associated with autumn and evoke warmth, calmness, comfort, and chicness. Historically, kids clothing before the millennial era (2000s) was dominated by bright colors and motifs typical of children's imagery. By 2024, however, minimalist trends had entered kids fashion, leading to a clear stylistic shift. Minimalist kids wear is considered to have higher visual aesthetics than bright, busy designs. This shift significantly affects kid's fashion brands, especially those targeting high-end markets. Several Indonesian premium kids wear brands have adopted this trend, releasing products with similar concepts, such as Sabine and Heem, Soleram, and Solaine.

Generation Z Consumer Characteristics

According to Waworuntu, Mandagi, and Pangemanan (2022), Generation Z refers to those born between 1995 and 2010—the first generation to grow up closely connected to the internet. Their lives are strongly influenced by digital environments, including purchasing preferences. Gen Z is characterized as digital-native, visually driven, and highly attentive to aesthetics and visual identity on social media. Rapid internet development enables them to learn easily and become more critical of various issues.

In fashion, purchase interest is heavily influenced by product visuals, whether on online or offline platforms. For Gen Z, who prioritize aesthetic appeal, visual presentation is the primary factor in buying interest—popularly termed “aesthetic.” Minimalist trends and neutral or earth-tone palettes enhance perceived aesthetic value, making them especially appealing to visually oriented Gen Z consumers. As parents, they tend to purchase items that are visually attractive, meaning their fashion consumption is strongly shaped by how products appear on social media or in retail displays.

Visual Studies Approach in Fashion Research

The visual studies approach is used to analyze design elements such as color, texture, silhouette, form, and material through descriptive-interpretive methods. In fashion, clothing conveys symbolic messages about identity, social class, gender, and lifestyle. As a visual object, fashion is not only functional but also communicative. Therefore, visual analysis in fashion research aims to interpret design elements as indicators of consumer preferences. Each visual element within an outfit carries meaning and impressions intended for consumers, relating to brand identity, target market positioning, and distinctive product characteristics.

Analysis of form elements in clothing can be seen through silhouette selection, while design lines determine the garment's final shape.

RESEARCH METHODS

This research employed a descriptive qualitative approach with a visual assessment of children's fashion collections from several high-end local Indonesian brands from 2023 to 2025. The research instrument used was a visual observation sheet covering color, silhouette, material, and visual impression/appearance.

Table 1. Sabine and Heem Product Photos





Brand	Product Photo	Year
Sabine and Heem		2026
		2025
		2024
		2023

Table 2. Soleram Product Photos

Brand	Product Photo	Year
Soleram		2026
		2025
		2024
		2023

Table 3. Solaine Product Photos

Brand	Product Photo	Year
Solaine		2026
		2025
		2024
		2023

RESULTS AND DISCUSSION

Research shows that kids wear brands are starting to develop minimalist designs because Generation Z parents are starting to become attracted to kids clothing, using neutral and earth-tone color combinations, simple motifs, oversized silhouettes, and the use of environmentally friendly materials like cotton or linen in contemporary children's clothing, with a focus on visual aesthetics. This trend reflects a minimalist aesthetic that aligns with the aesthetic/visual-driven nature of Generation Z. Clothing that is clean and visually unobtrusive is perceived as more pleasing to the eye.

In terms of appearance, an aesthetic impression is more easily achieved. Although minimalism is favored by young Generation Z parents, brands are not neglecting the characteristics of children themselves. Playful pattern, loose and oversized silhouettes facilitate children's free movement, and bright color combinations are still used to maintain the child's age-specific characteristics.

This shift in fashion style and visual identity is due to the more open and progressive understanding of Generation Z as young parents, who prioritize aesthetics, function, and material quality. The minimalist trend is perceived as more effortless for parents when choosing children's clothing.

CONCLUSION

The minimalism trend in contemporary kids wear represents a shift in the expressive visual identity of children's clothing toward modern minimalism. This visual study provides an in-depth understanding of the design transformation and character of Generation Z consumers. The use of neutral and earth-tone color combinations, along with the selection of minimalist motifs and silhouettes, shifts the identity of kids fashion from the past to modern era. This is linked to the characteristics of young Generation Z parents as consumers in the Indonesian local brand market.

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