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CULTURE & TRENDS REPORT

THE NEW INDIAN AESTHETIC

How Creators are Rewriting the
Rules of Beauty and Fashion - Using
Authenticity, Self-Expression and
Cultural Storytelling

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BEAUTY STANDARDS ARE CHANGING

Self-expression and personal taste are taking centre stage in India's digital video culture. People are spending more time and energy on their appearance, embracing unique styles, and making self-care a priority. This phenomenon, fueled by the rise of digital video, has led to the emergence of a brand new beauty and fashion aesthetic.

The Culture & Trends team at YouTube India analysed dozens of trends, popular creators, hyperlocal formats and leveraged insights from a 2024 SmithGeiger survey to study the cultural shifts that are redefining the future of beauty & fashion and its evolving content aesthetics.



FROM PERSONAL STYLE TO PERSONAL STORYTELLING

Today's creators are making deeper connections with viewers by sharing personal stories that feel relatable and authentic. This approach creates a 'just like me' effect, drawing audiences in.

Everyday Rituals, Extraordinary Stories:

Creators are letting audiences in on their real lives by layering everyday formats like Get Ready With Me (GRWM) and Morning Routine Vlogs with relatable storytelling. When creators like [@HimadriPatel](#) and [@Jagritikhuranalife](#), share their **struggles** and **triumphs**, viewers see their own experiences and aspirations reflected back at them.

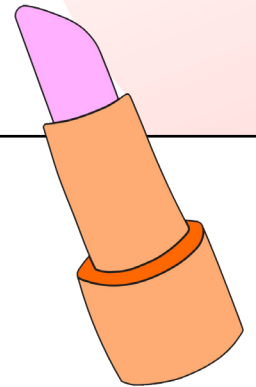
Fashion storytelling is also evolving, creating new ways for creators to connect. Trends like **Outfits From Scratch**—championed by creators like



@HIMADRIPATEL
1.25M SUBSCRIBERS

7.2B⁺

In 2024, Shorts videos with "GRWM" in the title received more than 7.2 billion views in India.



Source: YouTube Data, India, 1 Jan 2024 - 25 Nov 2024.

[@nancytyagi](#) who showcased her self-made **designs** at **Cannes**—show how resourcefulness and creativity can lead to stunning results.

This unfiltered, authentic approach is quickly becoming the standard for beauty and lifestyle content, as creators use their platforms to express their unique identities and journeys in a world that's constantly changing.



@NANCYTYAGI_
2.45M SUBSCRIBERS

A NEW WAVE OF SUPERCHARGED SELF-CARE

Self-care is undergoing a digital makeover with creators inspiring their communities to embrace sustainable beauty practices rooted in simplicity, accessibility, and self-acceptance.

Three key themes are shaping this movement online:

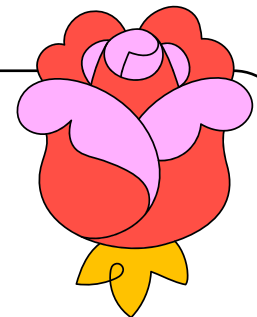
1. Ingredient Awareness: Creators are demystifying skincare ingredients, especially **serums** with anti-ageing benefits, helping audiences make smarter, more informed product choices.

2. Daily Rituals: Skincare is evolving into a mindful daily **ritual** that supports both physical and mental well-being, blending self-care with self-reflection.

3. Personalised Regimens: Tailored multi-step **routines**, designed for individual skin types, sensitivities, and goals, are gaining popularity across all genders.

This includes men, who are becoming increasingly skincare savvy and proactive about their **grooming** routines.

872M⁺



In 2024, Shorts videos with “serum” in the title received more than 872M views in India.

Source: YouTube Data, India, 1 Jan 2024 - 25 Nov 2024.

They’re exploring a wider range of products and **self-care** practices beyond basic shaving.

Dermatologists-turned-creators, like **@DrAanchalMD**, are bridging the gap between professional expertise and everyday routines. By making expert advice accessible, they’re empowering audiences to see skincare as an essential part of holistic health.

4B⁺



In 2024, Shorts videos with “skincare” in the title received more than 4B views in India.

Source: YouTube Data, India, 1 Jan 2024 - 30 Nov 2024.

THE RISE OF A-BEAUTY

Ayurveda, India's traditional wellness system, is making waves in modern beauty with its emphasis on **natural ingredients**, **DIY remedies**, and time-honored **traditions**. Creators, particularly from emerging cities, are blending these traditional remedies with contemporary beauty practices in their content.

Ancient wisdom in a Shorts-ready package

Through bite-sized tutorials, product reviews, and storytelling steeped in heritage, creators are making cultural rituals accessible and engaging. Everyday staples like **turmeric**, **neem**, and **coconut oil** are being reimagined as stars of today's beauty content, demonstrating how simple home remedies can fit seamlessly into modern routines.

@PRAKRITISINGH
410K SUBSCRIBERS

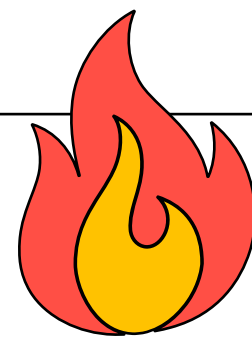


Celebrating Dusky Beauty

For many Indian creators, A-Beauty is more than a trend— it's a way to reclaim and celebrate identity. In fact, creators are further challenging outdated beauty standards by building content that embraces **dusky** skin tones unapologetically.

By balancing the old with the new, creators like **@PrakritiSingh** are cultivating digital communities that celebrate dusky skin tones and empower viewers to define beauty on their own terms.

81%



According to a SmithGeiger study conducted in India, 81% of Gen Z (online 14-24-year-olds) agree that they follow creators who help keep them in the know about topics they care about. (IN, May 2024).

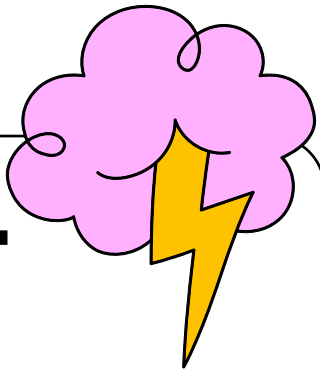
Source: Google/SmithGeiger, YouTube Trends Survey, IN May 2024, N=394 online Gen Z age 14-24.

FROM AESTHETICS TO ART FORM

Beyond simply enhancing beauty, makeup has evolved into a powerful tool for creativity and cultural expression. On YouTube, a new generation of makeup artists are pushing boundaries, turning faces into stunning canvases of expression.

Drawing inspiration from diverse sources of entertainment, creators craft looks that go **beyond aesthetics**, tapping into deeper connections with pop culture and **fandoms**.

700M⁺



In 2024, Shorts videos with "Makeup Art" in the title received more than 700M views in India.

Source: YouTube Data, India, 1 Jan 2024 - 25 Nov 2024.



DIKSHITA JINDAL
721K SUBSCRIBERS

Creators like **Dikshita Jindal** and **Ronit Ashra** exemplify this trend. They use makeup to transform themselves into **celebrities**, characters of the internet and **memes** displaying remarkable talent and creativity while capturing the nuances of each celebrity with precision.



THE ASOKA EFFECT

Consider the **Asoka makeup trend**. What began as a tribute to a 2001 Bollywood song transformed into an artistic phenomenon. Inspired by Kareena Kapoor Khan's portrayal of an ancient Indian princess, creators **meticulously** recreated intricate bridal looks, blending tradition with creative expression. Each precise application of eyeliner, pop of vibrant eyeshadow, and bold lip colour—often synchronised with the film's soundtrack, celebrated makeup artistry at its highest level.



600M⁺

In 2024, Shorts videos with "Asoka" in the title received more than 600M views in India.

Source: YouTube Data, India, 1 Jan 2024 - 25 Nov 2024.



@VIVAN_TIWARI
747K SUBSCRIBERS

The Art of SFX Makeup

Special effects (SFX) makeup, once limited to movie sets, has found a home in digital culture. This niche art form uses prosthetics and other materials to craft striking illusions. Creators like **@vivan_tiwari** are revolutionizing the space by merging SFX with mainstream beauty, delivering **fantasy**-inspired looks influenced by high fashion, sci-fi, and Indian **culture**.

TRADITIONS REIMAGINED

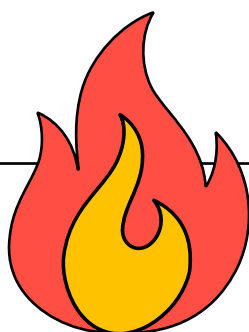
Beauty and fashion have always been integral to India's vibrant festival culture, and digital platforms are now amplifying these traditions through the lens of creators.

Take [@daizyaizyvlogs8325](#), for example. By transforming **mythological figures** into stunning makeup and fashion looks, she engages viewers with her artistry and **storytelling**. Her content bridges beauty and heritage, turning **traditional** narratives into powerful expressions of identity and creativity.



@DAIZYAIZYVLOGS8325
4.25M SUBSCRIBERS

2.9B⁺



In 2024, Shorts videos with "lehenga" in the title received more than 2.9 billion views in India.

Source: YouTube Data, India, 1 Jan 2024 - 30 Nov 2024.

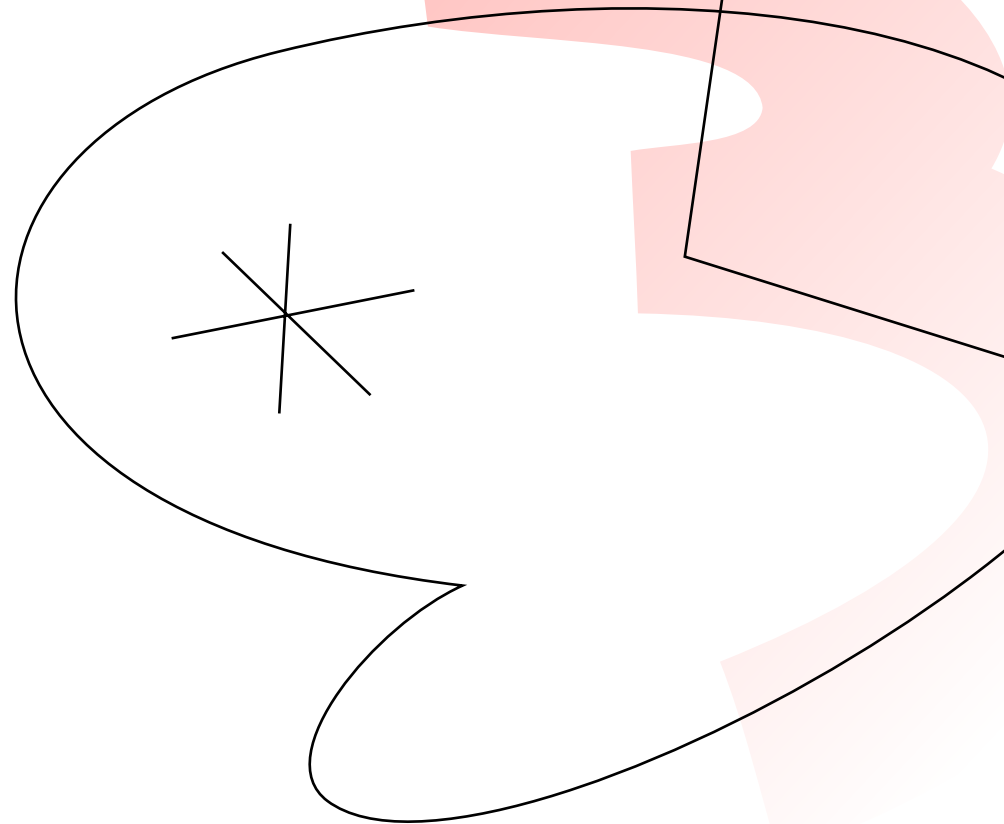
While national festivals provide a grand stage for beauty and fashion, creators are also tapping into **smaller, localised** traditions, highlighting traditional wear like lehengas, kurta sets, and chaniya cholis to add authenticity and connect with specific communities through meaningful shared experiences.

At the same time, Indian women are also modernising **modest fashion**, using minimal-skin-display outfits to express both cultural values and personal style. This **fusion** of classic sensibilities with contemporary trends is offering a fresh take on modest fashion in the modern world.

BEYOND THE WEDDING MANDAP

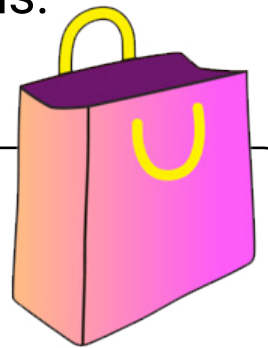
Weddings are a rich source of digital content as they offer a fascinating window into the grandeur and complexity of Indian marriage celebrations. Creators are **documenting** every aspect of these celebrations, from pre-wedding moments like **photoshoots**, **Mehendi** and **Sangeet** and all post-reception festivities.

Their videos capture not only the visual richness of **attire**, **makeup**, and **hairstyles** but also dive into the emotional narratives and cultural significance deep-rooted within these practices.



Each creator's POV, whether sharing content about a national holiday, a regional celebration, or a wedding ceremony, reveals a different facet of Indian culture, blending personal stories with shared beauty traditions.

533M⁺



In 2024, Shorts videos with “wedding” and “hair” in the title received more than 533M views in India.

Source: YouTube Data, India, 1 Jan 2024 - 30 Nov 2024.

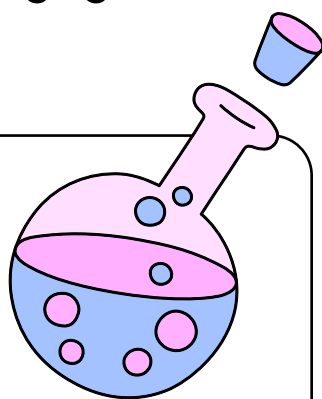


THE FLYWHEEL OF FASHION

While all these themes highlight the diversity and creativity of beauty and fashion content, the underlying principle behind their success lies in the flywheel effect— a unique cycle of inspiration, adaptation, and reinvention that thrives on YouTube.

For instance, the **clean girl aesthetic** began as a **minimalist** beauty trend celebrating natural, fresh-faced looks. But on YouTube, it evolved into something much larger. Creators customised it for diverse skin tones, personal styles, and even **budgets**, using different formats to engage their communities.

82%



According to a SmithGeiger study conducted in India, 82% of Gen Z (online 14-24-year-olds) agree that they use YouTube to keep up with the trends everyone is talking about. (IN, May 2024).

Source: Google/SmithGeiger, YouTube Trends Survey, IN May 2024, N=394 online Gen Z age 14-24.

The trend flywheel operates through a series of stages that drive each other forward:

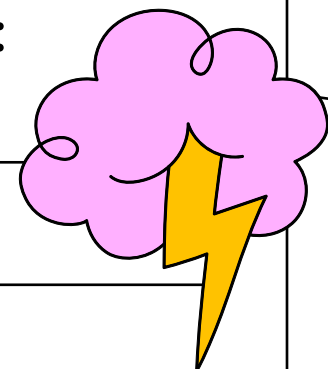
Inspiration

Creator POV

Feedback

Spin-Offs

Trend Evolution



Tutorials, GRWM videos, and product reviews made the aesthetic accessible, while Shorts and vlogs expanded its lifestyle dimensions, integrating wellness, fashion, and sustainable living.

Community as the Catalyst

This flywheel relies on the interplay between creators and their communities. Followers frequently request customised content or share their interpretations, inspiring creators to refine and expand their work. This participatory dynamic not only sustains existing trends but also gives rise to countless spin-offs and **micro-trends**.

WHAT THIS MEANS FOR YOU



01

Prioritise Authentic Storytelling: Collaborate with established beauty creators who can present your brand in an authentic voice, language and use-case, to build deeper connections with your audience.

02

Elevate Your Expertise: Build creator-led campaigns that combine proven expert insights with relatable storytelling to demonstrate your product's benefits through education.

03

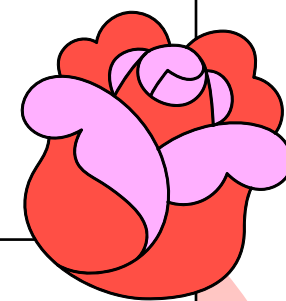
Embrace Artistic Expression: Empower creators with the tools & assets to experiment with artistic interpretations of your product and position your brand as part of the cultural zeitgeist.

04

Root Campaigns in Culture: Blend modern beauty practices with established cultural traditions, rituals and calendar moments to resonate with audiences through the year and build a strong digital community.

05

Align with Emerging Trends: Partner with the right creators to build your brand's POV on emerging beauty trends, and shape the social conversation with formats like Shorts, tutorials, livestreams and vlogs.



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