

Arsh Gupta & Koyal Das
AIS Gurugram 43, XII S

Gen Z is perhaps the “most” generation in history: most ethnically diverse, most informed, most digitally savvy, and also most nonconformist. Rejecting labels, traditional financial pursuits, and having given up on the “log kya kahenge?” diktat, they are breaking shackles, and building a new, unconventional world order.

Unconventional travelling

Ushering in winds of change onto the travelling scene, 25% Gen Z like to travel to novel places. Adventure tourism, cross-cultural interactions, and sojourns to off-beat locations have increased, indicating the new experiential journeys that they seek. Undergoing metamorphosis is not just the ‘where’ of travel, but also the ‘how’. Social media has become an integrated part of every vacation. According to a UNiDAYS survey, 22% people post daily on social media during their vacation. It is then barely a surprise that 97% Gen Z use this very social media dosage to draw inspiration for their next travel destination. As a fringe benefit, broadcasting their travels on Instagram also lets them become micro-influencers, helping generate funds to finance travelling, forming a self-sustaining mechanism.

Unconventional fashion

Being one of the most woke generations, Gen Z is driving fashion trends that adhere to their line of view – be it sustainability, gender neutrality, or comfort. With growing concerns about the environmental impact of the fashion industry, Forbes reported that 62% of Gen Z are driving the demand for sustainable fashion, compelling brands to cater to sustainability. And that only makes sense given that Gen Z will be the most extensive customer base, holding \$143 in purchasing power.

Unstick from the status quo

Unconventional Pursuits Ft. Gen Z

Yet another atypical choice made by Gen Z on the fashion front is that of athleisure – a blend of casual and sportswear, a choice driven by comfort. According to Allied Market Research, the growing popularity of this trend will fuel its market to reach 257.1 billion USD by 2026. Gen Z has also been at the forefront of challenging gender stereotypes in fashion. A recent study by the Fashion Retail Academy found that 56% of Gen Z consumers in the UK have purchased clothing marketed as gender-neutral, indicating shift in consumer preferences and choices.

Unconventional careers

With emphasis on job satisfaction, Gen Z is opting for unusual career choices. Their drive for passion and purpose leads them to explore alternative educational paths. According to the British Council, at least 40% of the UK college aspirants want to specialise in new courses, like MBA in pharmacy. Another baffling trend that may knock the daylights out of you is the eccentric courses introduced by several universities. Recently, University of Exeter announced its first postgraduate de-

gree programme in magic and occult. Furthermore, Ghent University, Belgium introduced a course, cleverly titled ‘Literature (Taylor’s Version)’, which takes references from Taylor Swift’s songs to understand great works of literature. In career choices, Gen Z is often interested in pursuing freelance work, entrepreneurship, non-profit and social entrepreneurship, and other non-traditional career options. Creative fields such as photography or social media influencing are appealing them further. Similarly, Gen Z are partaking in esports which offers options such as pro players and content creators.

Gen Z’s unconventional choices mark them as catalysts for change. Though not all decisions may align with conventional wisdom, their distinct open-mindedness serves as a refreshing departure from the status quo.

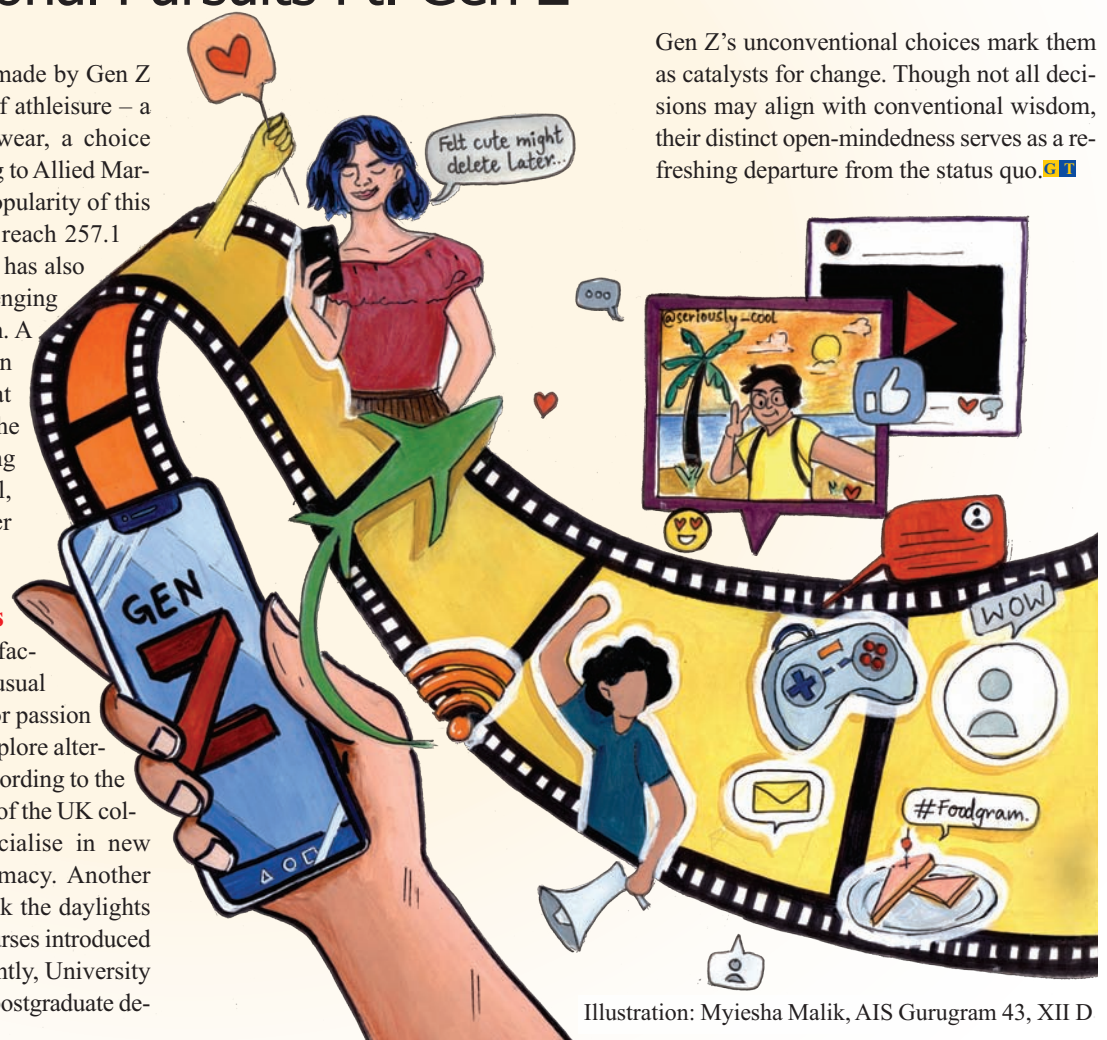


Illustration: Myiesha Malik, AIS Gurugram 43, XII D

Page editor: Arnav Goel, AIS Gurugram 43, XII B

THE GT POLL

Will Union government's proposal to regulate every first UPI transaction between two users help curb the rising online payment frauds?

a) Yes b) No c) Can't say

To vote, check out our Instagram page @the_global_times

Coming next
AGS Gurugram Contest Edition



This special edition has been brought to you by **Amity International School, Gurugram 43**, as a part of the ‘GT Making A Newspaper Contest’. Each page of this unique edition carries a special story handcrafted by the school’s editorial team as a part of the competition. The inter-Amity newspaper making competition witnesses different branches of Amity schools across India churn out their own ‘Contest Edition’ which are pitted against one another at the end of the year, culminating with GT Awards. So, here’s presenting the **third edition** of ‘GT Making A Newspaper Contest 2023-24’.

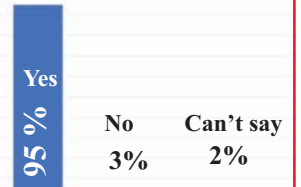
What's inside

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POLL RESULT

for GT Edition November 27, 2023

With recent ICC World Cup mania, people were largely unaware of India's FIFA World Cup qualifier. Do you think cricket overshadows other sports in India?



Results as on December 2, 2023