Normcore, a fashion style synonymous with pleasure in basic dress, a deliberately inelegant sense of style, and a paradoxically fashionable un-fashionableness, was born in New York. In October 2013, a New York City-based trend forecasting company, K-HOLE, introduced the concept of normcore in a manifesto titled *Youth Mode: A Report on Freedom*, a text that is not singularly concerned with fashion, but analyzes general ideas about youth and consumerism, sameness and difference, and community and belonging. In February 2014, *New York Magazine* published a story on normcore and propelled New York City’s urban street style around the globe, piquing the interest of fashion journalists, bloggers, and active fashion participants who characterized normcore as a previously uncharted step forward in fashion.

In the years that have passed since the advent of normcore, its influence still prevails as postmodernism continues its death rattle. In this presentation, I will analyze the concept of normcore and its relationship with fashion. I will examine how the general public absorbed the concept of normcore via the fashion press, and how the normcore style of dress was disseminated around the world. I will also return to the original source of normcore, *Youth Mode*, and provide insight into how the next generation of artists, thinkers, consumers, and fashion designers will change the face of fashion. I will then summarize these findings against precedents in fashion history and postmodern studies, analyzing how postmodernism is giving way to a new chapter in fashion history.