

Gen Z out here acting like they
invented the middle part as if
Millennials didn't live through the 90s.



Culture Wars

Gen Z vs. Millennial

Culture Wars

A STUDIO PRESS BOOK

First published in the UK in 2021 by Studio Press,
an imprint of Bonnier Books UK,
4th Floor, Victoria House, Bloomsbury Square, London WC1B 4DA
Owned by Bonnier Books,
Sveavägen 56, Stockholm, Sweden

www.bonnierbooks.co.uk

All images courtesy of Shutterstock.com
© Studio Press

1 3 5 7 9 10 8 6 4 2

All rights reserved
ISBN 978-1-80078-246-4

FSC DUMMY

Written by Susie Rae
Edited by Saaleh Patel
Designed by Nia Williams
Production by Emma Kidd

A CIP catalogue for this book is available from the British Library
Printed and bound in Poland

Trademarks and brands mentioned throughout are those of their
respective owners and are not a suggestion of endorsement or collaboration.

Culture Wars

Gen Z vs. Millennial

Susie Rae





Millennials: Stop generalising us and acting like we're all the same.

Also Millennials: I'm a Gryffindor.

‘Only 90s kids will remember...’

Everyone knows what a Walkman is.
Sit down.





**Millennials after adding #girlboss
to their Instagram posts.**

Millennials on their way to kill
another industry.





Gen Z out here acting like they invented the middle part as if Millennials didn't live through the 90s.

When Zoomers make fun
of your side part online.





You know you're cheugy when your jeans are skinnier than your latte.

Gen Z calling Millennials cringe and then uploading their fiftieth TikTok lip-sync video.



Millennials: Everything sucks
and nothing matters.



Gen Z: Everything sucks
and nothing matters.





Millennials refusing to go out because they paid their rent and want to get their money's worth.

Millennials be like 'adulting is so hard'. You're 35. Calm down.





Millennials rushing to the dancefloor
when they hear the words 'coming out
of my cage'...



Millennials

Dunking on Boomers

Gen Z

Gen Z dunk on Millennials for living in a one-bedroom apartment like they don't still live with their parents.





When Baby Boomers start getting mad at Gen Z instead of Millennials.

Gen Z: *trips over*

Gen Z: *looks at a bowl of fruit*

Gen Z: *does literally anything*

Gen Z: Mood.



Millennials 10 years ago:

Millennials: I just don't get
Gen Z fashion.



Millennials: Gen Z are so cringe
with their Fortnite dances.

Also Millennials:



Boomers at 23:



Gen Z at 23:



Gen X:

Millennials: Gen Z are the worst.

Gen Z: Millennials are the worst.



Gen Z: *has the darkest sense of humour*

Gen Z: *will pick up a tear gas canister with their bare hands*

Gen Z: *physically terrified of calling to make a doctor's appointment*





When you spent all your money
on avocados and now you can't
afford a house.

Gen Z: I don't understand
Millennial fashion.

Gen Z:





Millennials trying to work out if they're cheugy.



Gen Z: I'm a realist.

Also Gen Z: I can't do anything today, it's Virgo season.

the entire world is on fire

WW3 is looming

everything is a disaster

**Gen Z: This is so sad.
Alexa play Despacito.**





**When you're sick of Gen Z strutting
around like they rent the place.**

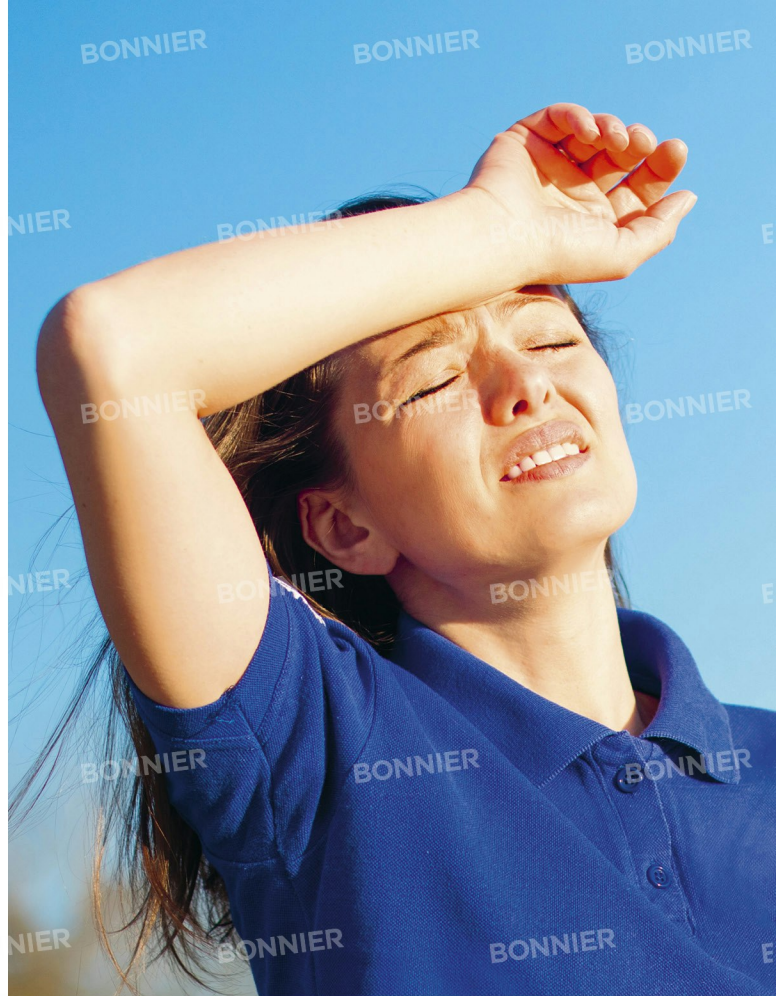
Gen Z making fun of Millennials for liking wine, like they're old enough to drink alcohol.





Gen Z putting their attachment style in their Twitter bio.

**Millennials trying to make a meal
that doesn't include avocado,
oat milk or wine.**



What Millennials think Gen Z are:



What Gen Z think Millennials are:

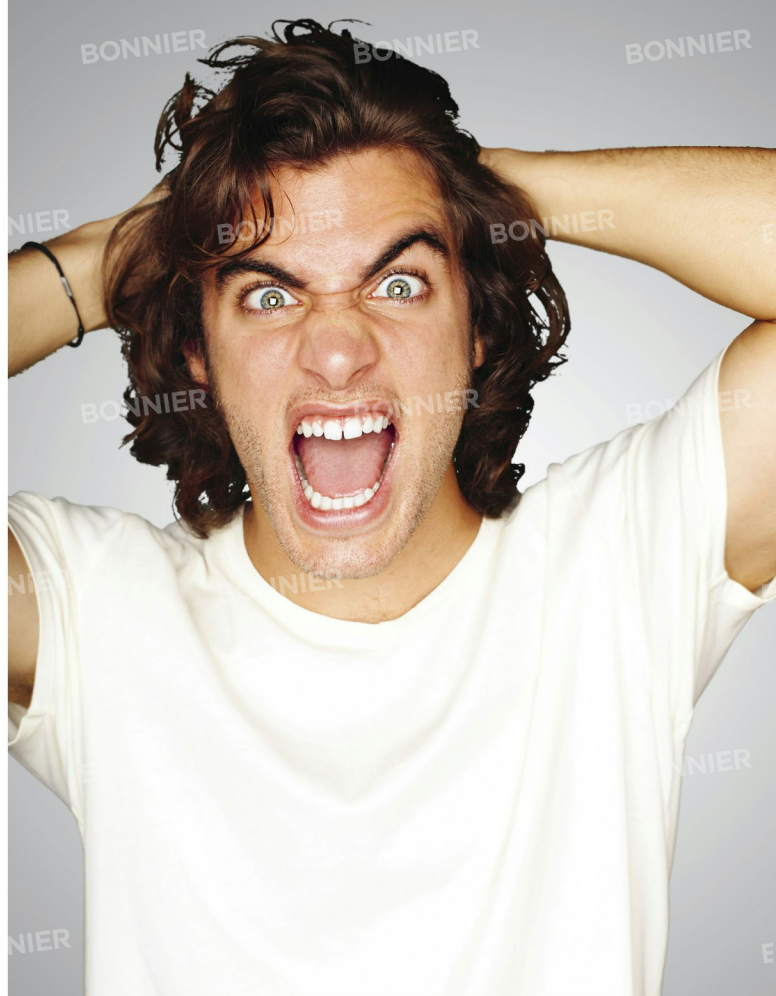




Gen Z: We're the smartest generation.

**Also Gen Z: Ate Tide pods for
YouTube likes.**

Millennials when they get the
wrong Hogwarts house on their
Buzzfeed quiz.





Millennial: *breathes*

Millennial: I did a thing.

**Netflix: Has thousands of hours
of new content.**

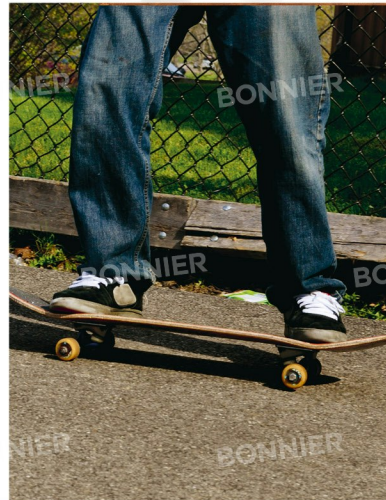
**Millennials: Time to re-watch
Friends for the 700th time.**





**Gen Z call Millennials embarrassing
and then spend four hours learning
a Fortnite dance.**

Gen Z out here thinking they
invented baggy jeans.





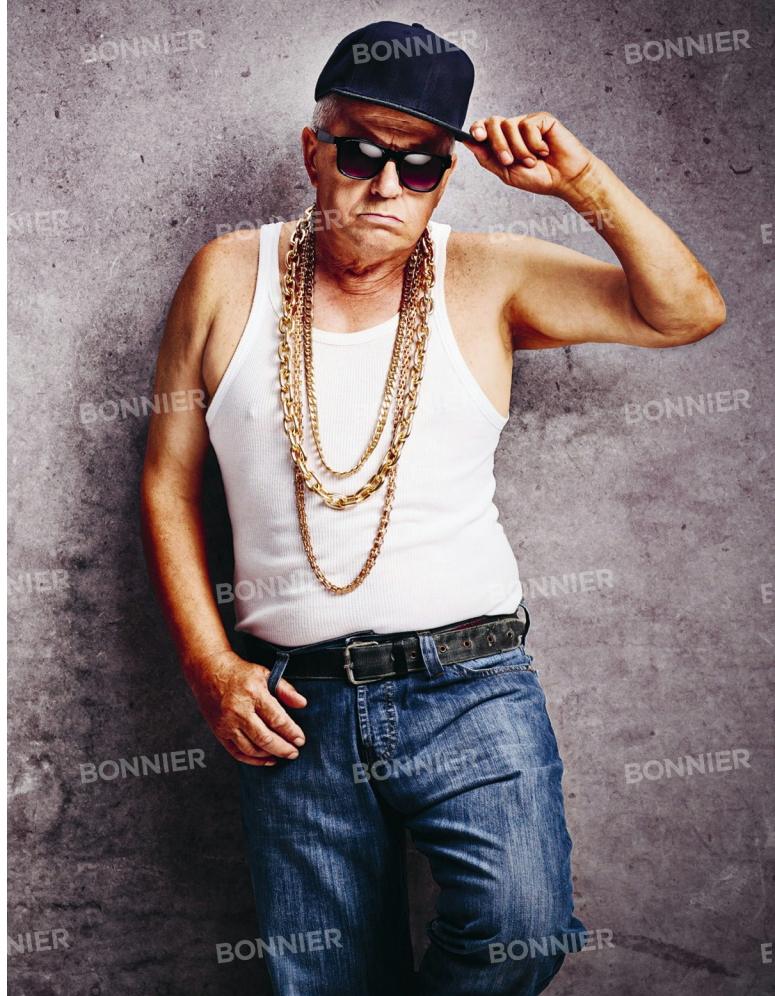
Millennials really out here thinking that liking pineapple on their pizza is a personality trait.



**Boomers: Young people are
so bad with money.**

**Gen Z and Millennials: *gets buyers'
remorse from buying a bag of crisps***

Millennials trying to hang
out with Gen Z.





**Gen Z will never know the pain
of having to stop playing Neopets
because your mum wants to use
the phone.**

Gen Z starter kit:



baggy jeans



bucket hat

vape pen



someone
rolling their
eyes



centre part

Millennial starter kit:



skinny jeans



avocado

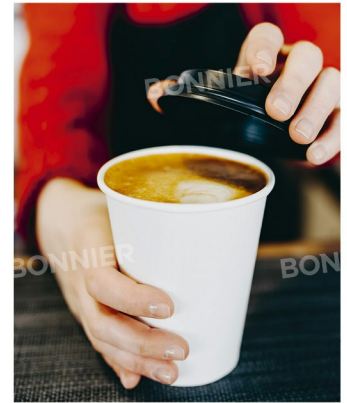


side part



Harry Potter-
esque robes

'Don't talk to
me until I've
had my coffee.'



Millennials:

Nobody:





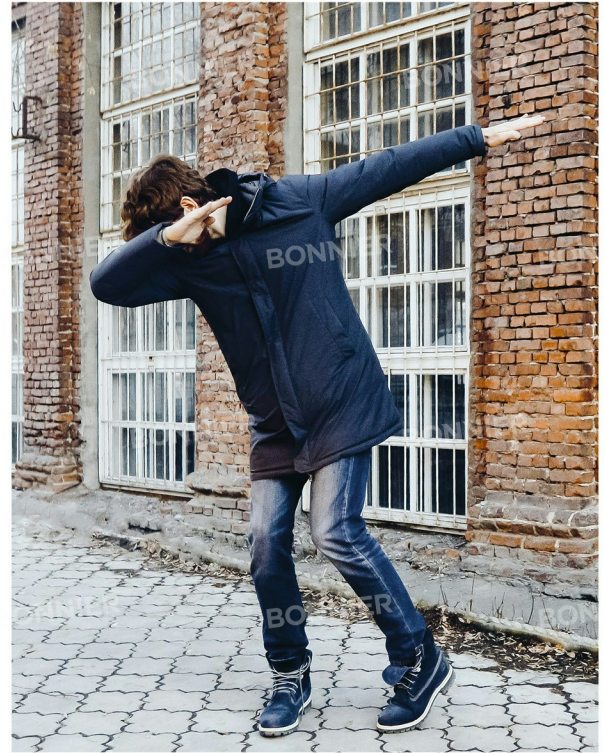
When a Zoomer asks you your
birth date and time.

Millennials shouldn't have invented
being annoying online if they didn't
want Gen Z to perfect it.



Also Gen Z:

Gen Z: It's so embarrassing when
Millennials say 'doggo'.





**When someone tries to point out that
you're in your 30s and are no longer
the cool, young generation.**

When someone tries to make you
wear low-waisted jeans.





When you spent years training your hair into a side part, only to find out that we're doing middle parts now.



Gen Z

Literally anything else

Posting exactly the same video online three times a day

**Gen Z in 10 years' time, realising
they're just as embarrassing as
Millennials were.**





Millennial problems: never being able to read the words 'my wife' in a normal voice.

Trying to get rid of your teenage social media presence before the next generation become old enough to make fun of it.





**Gen Z making the same jokes
Millennials made in 2006 and thinking
they invented humour.**

When it's 2007 and you've just put
'xXx' before and after your MSN
Messenger display name.





Gen Z have never had to wait four hours to download a single song from Limewire, only to find out it's a virus, and it shows.

Gen Z have no idea how
easy they have it.





**You know you're a Millennial
if you remember when Netflix
looked like this.**

Millennials trying to work out
what a Snapstreak is.



Making fun of teenage TikTokers:




Remembering that you used to publicly rank your friends on MySpace:





**Realising that there are kids alive
whose parents don't remember
Finding Nemo coming out.**

A photograph of two young women sitting on a red sofa in a brightly lit room. The woman on the left is wearing a white t-shirt and is pointing her right hand towards a window. The woman on the right is wearing a grey t-shirt and has her hand on her chest. Both are laughing and looking towards the window. A white speech bubble is overlaid on the image, containing text.

**You could literally
murder a Zoomer and they'd
just be like 'sus'.**

**Gen Z looking for something
new to cancel.**





Gen Z making fun of side parts because they never experienced the ultimate hair part.

**Making fun of the laughter emoji
because you'll never be funny
enough to get sent it.**





**Millennials getting ready
for a night out.**

**Millennials if someone tries to
phone them with no warning.**





**POV: you're in a
Millennial's bedroom.**

Gen Z:

Nobody:
Literally nobody:
Not a single person:



