

# The Personalization of Accessories

The trend of personal storytelling through everyday items.

By Bea Kress

Fashion plays a substantial role in self-expression, so how could we possibly make our day-to-day looks more unique? Personalized accessories, of course! I'm not talking about jewelry with your name or initials engraved on it, but rather the everyday items that transform into exclusive extensions of people's personalities. This is an ode to the girls who love to put silly decals and tiny trinkets on everything they own to make it uniquely theirs.

"As a fashion designer, I would say your outfit is never finished until *you* accessorize! It adds so much of your own character to the outfit, and you're able to genuinely personalize it," said Dalia Scolnick, a sophomore at the School of Design. Dalia perfectly encapsulates the trend of accessorizing as a vital component of personal expression.

## Tiny details, big statements

Pins and stickers are not just for niche communities or collectors; they've become mainstream ways to personalize clothing, bags, and even tech. Simple denim jackets can become a reflection of someone's elusive interests with pins illustrating everything under the moon: pride flags to signal to others you're a fellow member of the LGBTQ+ community, band pins to showcase how versatile your playlists are, even a slogan from a meme you think is absolutely hilarious (but it's probably not).

Stickers let people transform laptops, water bottles, and notebooks into visual representations of their identity. I love looking around the lecture halls and seeing the seas of random stickers people have accumulated over some course of time.

[Glossier](#) stickers that are specific to their different locations really convey the idea that you love to travel, smell good, and look sleek yet chic. School organization stickers, on the other hand, are a hit or miss; do they enjoy free merch that's semi-cute, or are they a die-hard member of the newest on-campus magazine? Who knows.

## Functional and fun

Keychains and bag charms, once just practical items, are the newest "it girls" in fashion accessories. Today's keychains are more than just simple tools to organize keys; they serve as visual proof of our style, humor, and personal values. According to TikTok's [Creative Center](#), the use of "keychain" in videos has increased by a whopping 700% within the past 7 days as of October 25. From plush [Sanrio characters](#) to quirky symbols, the designs are endless. My personal favorite, which I

may be biased toward, was a keychain I received from a friend a few years ago that read “Thank you for all the orgasms♥,” which sadly fell off somewhere on campus.

## Charming Bags

With the “perfect fall bag” taking over and pushing standard totes aside, many of the chocolate-brown purses are now adorned with a carefully selected array of bag charms. Whether it’s a luxe Coach handbag or a casual backpack, adding a charm of your liking brings in the elements of fun and uniqueness. Indicated in a 2024 [Culted](#) article, searches for “bag charms” on [Pinterest](#) have sky-rocketed by an impressive 240% since last year, highlighting just how popular this trend has become. Users all across TikTok have shared “[Decorate my bag with me](#)” clips, where they literally decorate their perfect purses with numerous items dangling by their side.

Sadiya Kherani, a Newhouse senior and current [Fast Company](#) intern, expressed her love for the newest niche TikTok trend of “Jane Birkin-ing” handbags. If you’re not already familiar, Jane Birkin, whose name coined the iconic [Birkin Bag](#), loved personalizing her purses however she pleased. Stickers, charms, ribbons — you name it, and her bags had it. Today, the most fashionable eclectics are now embellishing their couture bags just like Birkin did. “It’s a super cool way to express yourself and take an everyday outfit or bag up a level,” Sadiya said. She also shared her newest obsession: adding charms to her shoes and replacing the laces with satin ribbons.

And let’s not forget to thank the Lana Del Ray fans for the reintroduction of bows and ribbons. I’ll hand it to the coquet girls, they are a cute way to spice up an outfit or accessory by itself. Whether it’s tying a lacy pink ribbon in your hair or wrapping it around the handle of a bag just like Jane, a bow can work wonders, even evoke a sense of nostalgia that brings back Barbie-filled childhood memories. With the right touch they can feel totally modern and chic. Bows aren’t just for children anymore; they’re for anyone looking to add a playful yet elegant twist to their style.

When it comes to making accessories uniquely yours, it’s all about what makes us feel like ourselves. “People personalize their accessories to reflect various interests in their lives, such as music, culture, or art, as well as personal significance,” said illustration sophomore Vivian Baltzer. “For instance, someone might wear a comfort necklace related to mental health or a symbol representing a mental health awareness movement, like the semicolon.” It’s a reminder that our accessories aren’t just pretty; they really reflect who we are and what matters to us in today’s world.

Personalizing accessories is more than just a trend; it’s a way to celebrate individuality. From sticker-covered water bottles to quirky keychains and ribbons tied in perfect miniature bows, these small details speak volumes about who we are. It’s all about taking something completely ordinary and making it your own.

At the end of the day, fashion is fun, so why not reflect the things you love? Who cares if covering your possessions in silly stickers is childish? Go for it anyways! These little moments of personalization tell your story in a way nothing else can. In a world where trends constantly come and go, the power to make something uniquely yours is the ultimate statement.