

United by culture, climate change and a flawless cut-crease, it turns out **MILLENNIALS** and **Gen-Z** really aren't so different after all. So instead of telling you which generation suits you best (after all, the proof is in the passport) THE FACE has identified three tribes,



Want to know more? Scan the QR code to visit the Common Threads digital zine

as part of Levi's Common Threads campaign, which combines the best elements of both.

Key for Questions: Red=NO Black=YES

So you can cheug out on a Sunday and check in on your mental health on a Monday without ever feeling like you're betraying your birthdate. **GOOD LUCK!**

# COMMON THREADS

START HERE:



YOU are a **TECHNOBRAT**, **GIFTED THRIFTER**, **DIE-HARD FOOD GOD**.

Who cares what year you were born when you know this much about Emma Chamberlain's dad? YouTube obsessed, all over the latest TikTok transition techniques and running your own social media campaign from the back pocket of your '70's High-Rise Flares – you're a total Technobrat. You love to recharge your batteries with a classic movie marathon (except, who watches actual movies these days?) and feel truly at home wherever you have the wifi password. Ooh, did you just get a snap?

You're one of those most precious things: a fashionista with a conscience. Uniting our Gen-Z and Millennial families, the fight for the environment is well and truly underway. And who says you can't look flames on the battlefield? Proudly sporting a pair of perfectly worn-in vintage 501's, you're the Gifted Thrifter, turning charity shop staples into street style gold. Because when you boil it down, how different are TikTok fit videos and OOTD Tumblr posts anyway?

Whether it's a cereal milk "Freakshake" or a viral salmon and rice seaweed wrap, you've got an appetite that only the internet can satisfy. You're the Die-Hard Food God, and you don't care if your recipes are tested by the Try Guys or prepared up a mountain using just a sharp knife and a pot. Less Net-a-Porter and more Kitchen Porter, the only accessories your Stay Loose Carpenter pants need are some sexy clogs and a chequerboard bandana. PS Is there room for one more at the Chef's Table?

