

From Boudoir to Campus: Flower Knows and the Social Transformation of Feminine Aesthetic Consumption

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Abstract

Flower Knows is a Chinese cosmetics brand founded in 2016. The article takes a qualitative case study approach to examine the brand's product images, official descriptions, Rococo visual references, and Instagram-associated Campus Program materials. It posits that through the concept of feminine toilette images, objects of decoration, images of Putti, pastel colour, embossed surfaces, and gift-box presentation, French Rococo culture elements are turned into a modern cosmetics style which focuses on fantasy and emotional value. The article then demonstrates how this visual approach produces a miniaturized boudoir space where cosmetics are not only functional beauty items, but collectible and displayable objects related to accessible luxury, self-care and identity expression. Finally, the article delves into the ways Flower Knows enters American university spaces, specifically through Campus Program events, such a bouquet making, product trials, student organisation partnerships, and social media sharing. The activities allow the brand to engage with female Gen Z students for whom their beauty habits are influenced by visual social media, self-presentation and peer interaction. The article concludes that Flower Knows' brand value lies in reshaping historical decorative style into contemporary packaging, and private female imagination into consumer experience and personal aesthetic consumption into campus-based social value.

Keywords: Accessible Luxury; Campus Branding; Feminine Aesthetic Consumption; Rococo Visual Culture; Symbolic Consumption