

Nonnacore: The Rise of Italian-Grandma Chic—Silk Scarves, Celebs, and a Nostalgic Twist

Published on 21 Aug 2025 | By IFI Correspondent



As summer transitions into fall, a fresh yet timeless fashion wave is sweeping across street style and red carpets alike: **nonnacore**. Named for its inspiration drawn from the sartorial legacy of Italian grandmothers—or “nonnas”—this vintage-inflected trend centers on **bright silk scarves tied snugly over the head**, channeling old-Hollywood glamour à la Sophia Loren and Audrey Hepburn.

What’s fueling the trend?

Celebrity endorsements were swift and bold. A-listers like Rihanna, Beyoncé, Hailey Bieber, and Kendall Jenner have been spotted rocking this headscarf style, lending it instant star power and elevating it from nostalgic to now moment.

Style that’s affordable, DIY-friendly, and endlessly versatile

Fashion insiders Arianna Lombardo and Dawn Del Russo highlight nonnacore’s appeal: it’s affordable, adaptable, and serves as a fashionable antidote to wardrobe fatigue. A single scarf becomes a **belt**, a **crop top**, a **sarong**, or, of course, a **headcovering**—making it recession-proof and practical in a cost-conscious world.

They also celebrate the clever resourcefulness of old-world Italian grandmas, who artfully repurposed fabrics like tablecloths or curtains into chic accessories of necessity—a tradition that nonnacore now pays homage to in the most stylish way.

Social media’s love affair—and a mini-Mediterranean moment for your head

Vintage curator Emily Barger describes the look as “like a mini Mediterranean trip for your head,” a phrase that’s resonated online—her scarf tutorial alone racked up over 1.4 million views on TikTok. The trend’s playful nostalgia and luxury simplicity have made it a favorite for creators craving fashion that feels both personal and performative.

Celebrity spotlight: when luxe meets laid-back

Rihanna recently stunned with a \$650 Valentino silk scarf elegantly wrapped over her hair, paired with a crisp white shirt and jeans—a blend of opulence and ease. Similarly, Anya Taylor-Joy and Kim Kardashian have carried the trend into their public appearances and campaigns, while Kendall Jenner modeled silk takes for Gucci with effortless flair.

A simple accessory with a powerful mood boost

Beyond the aesthetic, nonnacre offers a splash of color and creativity at a time when many feel mentally and emotionally fatigued. Festival-goers and fashion fans alike have turned to the trend as an easy, friendly way to elevate their look—and their mood—with minimal effort.

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/PUBLISHER, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.