



‘BRIDGETCORE’: EXPERT REVEALS HOW TO EMBRACE BOTH THE ROT GIRL AND SUNDAY RESET GIRL TRENDS LIKE BRIDGET JONES

- This week the nation is re-immersing in the chaotic and boujee lifestyle of Bridget Jones, a timely nod to the current contrasting trends of the “rot girl” and the “sunday reset girl”
- In the past months, the nation has embraced this “Bridget-core” combination, tapping into TikTok’s “clean girl aesthetic” while also emanating the chaos of “brain rot,” Oxford’s word of the year for 2024
- Interiors expert **Gill Baker** has unveiled tips for the many embracing these two antithetical lifestyles, from smart storage solutions to complement a home reset to stylish shelving to display mismatching items in a chic way
- All ‘Bridget-core’ friendly items mentioned can be found by clutter-core fans on www.diy.com now

LONDON, TUESDAY 11TH FEBRUARY 2024: The beloved Bridget Jones is back on British screens, with her chaotic and relatable lifestyle - flitting between her messy, cosy central London flat with jumbles of books and wine glasses to girl-bossing in her high-powered marketing job. She is the ultimate embodiment of the two current trending social media ‘personas’ - the **“rot” girl**, referring to those who want to spend winter “rotting” in bed and doom scrolling until “brain rot”, the 2024 Oxford WOTY, and the **“clean girl aesthetic”** / **“sunday reset girly”**, which is a permanent trend on TikTok with over 437k posts* displaying an enviable aesthetically pleasing lifestyle.

For those hoping to embrace the same duality and indulge, or ‘rot’, in life’s clutter while still chasing the perfection of a TikTok-worthy ‘Sunday Reset’, B&Q’s interiors expert **Gill Baker** has unveiled a guide of helpful tips to do both.

Achieving the “clutter-core” lifestyle means blending the best of both worlds, whether installing chic shelving units to display your overflowing and mismatching book and trinket collection, purchasing smart furniture that doubles up as storage to tuck mess away quickly or learning handy hacks to free your home and mind of clutter.






Gill Baker, Head of Decor at B&Q has shared her smart storage solutions that will help achieve the ‘clutter-core’ lifestyle and embrace your inner Bridget:

“Clutter-core is all about blending life’s inevitable chaos with an organised home that works for you. At B&Q, we’re here to help you create a space that reflects your personality whether that’s through storage solutions to tuck away everyday mess or clever shelving to proudly display your favourite things. It’s about making your home work for you, whichever side of you you’re embracing your clutter-core or clean-girl aesthetic, and we have a number of solutions to achieve both.”

Gill Baker, Head of Decor at B&Q, Top 'Bridget-core' Tips:






"Shelving solutions are the best hack for embracing a 'clutter-core' lifestyle. Whether displaying a year's supply of books or housing a colourful array of holiday nic-nacs, you can display mismatching decor and sentimental items in a neat and organised way, rather than having it floating around your space without a home. Open shelving and display units can also be combined with woven baskets to hide your less aesthetic items, and easy to install wall shelves are great to lift your clutter from the floor to become a form of wall art. The best part of open shelving is that you can change and tweak your displays over time, so they can adapt with all the different stages of your interiors tastes without you having to re-invest and start again."

GILL RECOMMENDS:

				
Charles Watson Twin Slot 3 Tier Shelf Kit £24.96	Riva Scandinavian Retro Corner Ladder Bookcase £41.99	5 Tier Shelving Unit Vintage Storage Rack £59.00	GoodHome Mixxit Storage Basket £16.50	URBNLIVING Wooden Cupboard £59.99

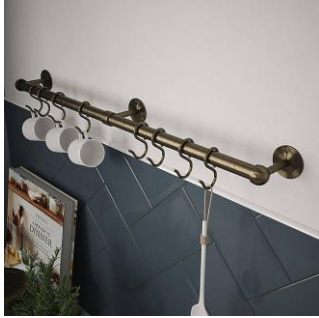



"Outside of shelving, storage can be maximised throughout the home which can make clearing away clutter a dream. With a quick blitz, you can go from an indulging 'rot' session to a 'sunday reset' in no time, clearing your space and freeing your mind. Think of the spaces that begin to look messy the fastest, for example the hallway. Coats, shoes, keys, bags all pile up when you're in a rush or you've come in from a long day. Make life easier for yourself with a freestanding hallway bench or a simple shoe cabinet - these make all the difference."

GILL RECOMMENDS:

				
<u>Velvet Chaise Lounge Sofa with Storage</u> £192.86	<u>VASAGLE Coffee Table with storage</u> £167.99	<u>GoodHome Mixxit Storage Basket</u> £12.00	<u>Brittany Hallway Bench and Shoe Storage</u> £149.99	<u>Vida Designs Arlington Shoe Storage Cabinet</u> £67.99

“One room that can become a mess even an hour after you’ve just cleaned it is the kitchen, so a great addition to a kitchen, if you have a bit of space, is a freestanding kitchen island. These often come on wheels and can move around to suit any chaotic cooking routine, as well as give you an extra surface for food prep or displaying your kitchen trinkets. Also think about how you can create floor space and open out the area by moving your bins into a cupboard with an integrated pull-out system, or organise the inside of your cabinets so you’re happy with the room inside and out.”

GILL RECOMMENDS:

			
<u>Rothley Easy-Fit Kitchen Utensil Rail</u> £29	<u>Costway Kitchen Island</u> £99.95	<u>GoodHome Integrated Kitchen Pull-out Bin</u> £208.00	<u>Neo Set of 3 Clear Jars</u> £13.49

All items are available in-store at B&Q and online now. Next day click & collect delivery is available on many products for a convenient shopping experience and B&Q Club members enjoy rewards every time they shop - helping them to create a home they love. For more information visit: www.diy.com.

ENDS

Notes to editors:



For more information, images and sample requests, please contact b-and-q@wearetheromans.com

About B&Q:

B&Q is the UK's leading home improvement and garden living retailer with over 300 stores throughout the UK and Ireland, offering great prices, with over 700,000 products available to order at diy.com for home delivery or click and collect.

For trade professionals, B&Q TradePoint offers exclusive membership to those in trades such as electricians, plasterers, fitters, plumbers, roofers, decorators, joiners, tilers, builders, landscapers and facilities and maintenance professionals. TradePoint members have exclusive access to dedicated TradePoint counters at around 200 B&Q stores as well as to [Tradepoint.co.uk](https://tradepoint.co.uk).

B&Q launched the UK's first home improvement marketplace in March 2022, adding additional choice for consumers. The marketplace offers a unique, integrated experience with in-store returns for many products and Click + Collect options being explored.

Their team of more than 21,000 colleagues of all ages are respected nationwide for providing great home improvement help to customers. They're the beating heart of B&Q and their iconic orange aprons are worn with pride.

Every year, more than 20 million people improve their homes and make life better with B&Q, and every year the company achieves ever-higher standards for sustainable operations and sourcing, and supports our local communities, including funding B&Q Foundation grants and Shelter's DIY Skills Advisors. For more information on our community initiatives visit diy.com/corporate/community or to read our Build a Life Project annual report visit diy.com/responsible-business

B&Q is part of Kingfisher plc, the international home improvement company, operating 2,000 stores in 8 countries across Europe.

Follow B&Q on [LinkedIn](#)