

THE NEW LOOK

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THE OBSCURITY
AND APPEAL OF
STREET FASHION



"High Streetwear Fashion: A Decade of Style Revolution! Explore the evolution, influence, and cultural impact of this dynamic fashion movement in our exclusive feature. From urban roots to global dominance, discover how high streetwear has shaped the fashion landscape and continues to inspire the trends of tomorrow."





The New Look.

A Perspective On Change and Adaptability
By Miranda Davenport

In the world of fashion the possibilities, for creativity are constantly evolving. One trend that has had an impact on the industry is streetwear fashion. Over the past decade this genre has seen a surge in popularity transitioning from its humble beginnings to becoming a dominant force globally in fashion. Starting from its roots to its widespread influence high streetwear has embarked on a journey that reflects the desires and demands of modern society.

High streetwear fashion emerged as an embodiment of urban culture and street style. Found in bustling cities like New York, London, and Tokyo this style was characterized by combining skateboarding influences and elements from hip-hop culture. Brands such as Supreme, Stüssy, and A Bathing Ape played roles in shaping this aesthetic early on while catering to their specific audience. Ultimately they set trends for individuals who sought to express themselves through their clothing.

However what initially began as a subculture within fashion gradually gained mainstream appeal due in part, to the rise of media. Social media platforms such, as Instagram offer a platform for fans of streetwear to display their styles while online stores make it more convenient for consumers to get their hands on the newest releases, from their preferred brands.

The turning point, for streetwear’s popularity came when it made its way into the fashion scene. Luxury brands started to take notice of the movement. Began collaborating with streetwear labels resulting in highly sought-after limited edition collections. This fusion of high-end fashion and street style gave birth to a wave of streetwear blurring the boundaries between high culture and popular culture.

Notable collaborations like Louis Vuitton x Supreme and Adidas x Yeezy propelled streetwear into the realm of fashion attracting an audience of trendsetting consumers who eagerly embraced this edgy yet accessible aesthetic. These partnerships not only introduced streetwear to an audience but also elevated its status within the fashion industry solidifying its position, as a respected and influential style movement.

Cultural Impact

One of the things, about high street fashion is its ability to reflect and respond to changes in culture and society. Over the ten years street fashion has evolved beyond its influences to include a wide range of styles from punk and grunge to skateboarding and surf culture. This diversity has contributed to its enduring popularity as it continues to change and adapt based on what people like.

In addition high street fashion has played a role in promoting diversity and inclusivity in the fashion industry. Streetwear brands have been at the forefront of showcasing diversity in their advertising campaigns by featuring models from backgrounds, body types and genders.

This commitment, to representation, has resonated with consumers who are increasingly looking for brands that embrace diversity.

1980’s

Surfboard designer Shawn Stüssy began selling printed T-shirts with the same signature he placed on his custom surfboards. Initially, Stüssy sold the items from his own car, but he expanded sales to stores as the popularity increased.

1990’s

Major record labels associated with popular hip-hop acts such as Tommy Boy Records, Def Jam Recordings and Delicious Vinyl began selling branded items embroidered on letterman jackets and workwear jackets.

mid 1990’s

Influences included skating and gangster rap. Professional American sports franchises capitalized on this. They had a great impact in the scene. Notably New York Yankees, Los Angeles Raiders, and Chicago Bulls

2000’s

The rise of the "bling" culture saw established luxury brands enter the market, with Burberry, Gucci and Fendi appearing in hip-hop videos and films. The most popular shoe of the time was the Nike Air Force 1, immortalized in Nelly's song.

2010’s

Complex Magazine named Stüssy, Supreme and A Bathing Ape the best streetwear brands and many subsequently collaborated on acclaimed high-fashion capsule collections such as Supreme x Louis Vuitton.

2020’s - future

Streetwear isn’t going anywhere anytime soon. High fashion brand names such as Balenciaga are thriving in a world of obscure and useful everyday wear. In the future we will see innovation and new concepts being brought to fruition

Sustainability In Fashion.

Fashions Impact On The Environment

Over the years sustainability and ethical practices have become increasingly important, in the fashion industry, including high streetwear. Many streetwear brands are now prioritizing sustainability by using eco materials reducing production waste and promoting labor practices.

Additionally, the emergence of the resale market has offered an alternative to retail.

This allows consumers to buy and sell owned streetwear items helping to prolong their lifespan and lessen their environmental impact. This shift towards sustainability reflects a growing awareness among consumers about the effects of fashion on both the environment and society. As a result, people are actively seeking out brands that align with their values.

The Future

Looking ahead it's evident that high streetwear fashion will continue to evolve and shape the fashion landscape for years to come. With its blend of culture-broad appeal and dedication to diversity and sustainability high streetwear has firmly established itself as an enduring presence in the fashion industry.

Fashion is constantly adapting to the changing preferences of the modern fashion society.

One thing that we can be sure of is that high streetwear will continue to lead the way, in terms of style innovation serving as a source of inspiration and influencing our fashion choices and self-expression for years to come...



From its beginnings on city streets to its impact on mainstream fashion trends, high streetwear has made remarkable progress over the past decade.