

PROJECT STATEMENT

The Influence of hip-hop and rap in fashion.

Hip-hop. Rap. Fashion.

The main idea of my final project is to show the evolution of these two different worlds (music and fashion) together; how hip-hop and rap have influenced fashion, how fashion has influenced hip-hop/rap and what each has learned from the other. This 4-minute video does not respect chronology. Rather, it shows how and why hip-hop artists have become

designers, how fashion designers have been influenced by hip-hop artists and the impact they both have on each other. People may have built their own ideas on this topic - some think that these two worlds are completely separate and others might say that they have totally fused into one over time. What I would like to create with this project is, with the evidence that I have collected, to convince the viewer that today, in the world of fashion, hip-hop and rappers are playing an essential role and in return, fashion has an important function in hip-hop and rap.

This video is not a documentary. It is a film which shows through editing, my love for those two worlds; that is why it does not include every aspects of the topic, and the negatives effects that the two worlds can have on each other. My main goal is that the viewer doesn't need to watch this short movie from minute 1 until the end, but that anyone can come at a random moment and be able to understand the relations between the different interviews/fashion shows/images and music videos that I have collected. The purpose of this project is to show, with the resources that I have collected but also with the rhythm and the editing, that hip-hop and rap and fashion have a similar energy and that both of these two worlds are in fact a way of designing the person that one wants to be.



Figure 2 -
Adidas Originals x Kanye West
YEEZY SEASON 1, New York Fashion Week -
February 2015

RAP

HIP-HOP

FASHION

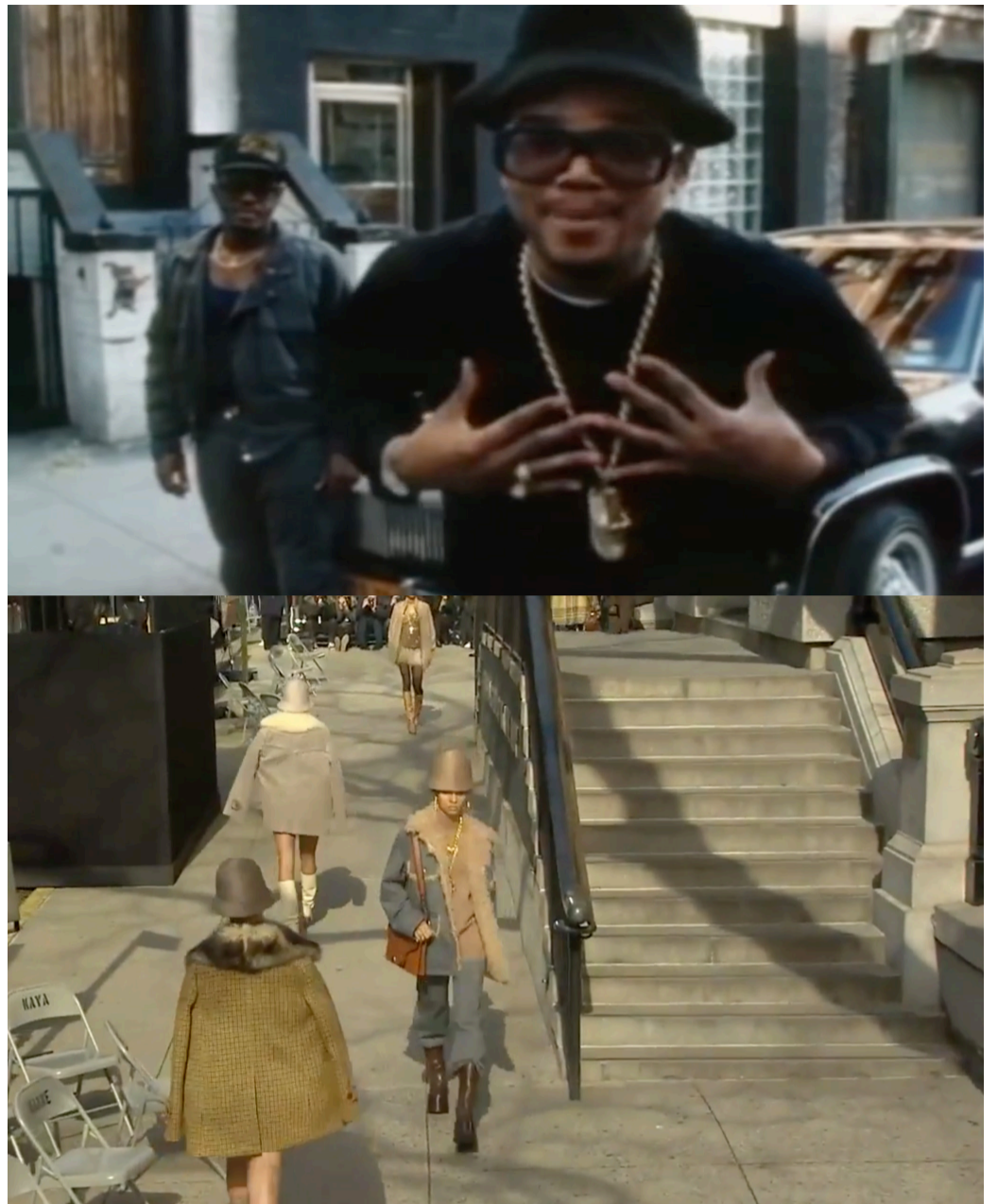


Figure 1 -
RUN DMC, «My Adidas»- 1986
&
Marc Jacobs Fall/Winter 2017, New York Fashion Week - March 2017

ABSTRACT

I made Fashion Famous. The influence of Kanye West

Since the late 70s, hip-hop artists have not only contributed music to society but they have also created their own fashion “style.” The way they dress, wear the most luxurious brands, design clothes themselves has greatly evolved over the last 40 years and the impact these artists have on the world of fashion is nowadays extremely significant. By using evidence of one of the most influential figures of the 20th century, the rapper Kanye West, the main purpose of this paper is to show the impact and the influence those two worlds have on each other. Through the artist’s evolution over time, I will demonstrate how he developed his tastes in fashion and how he became a fashion designer, but I will also show the limits he faced.

KANYE WEST

After the research that I have done, I came to the conclusion that Kanye West has undeniably influenced the fashion industry but also a huge part of society, especially the youth. Kanye West has, from the very beginning, always demonstrated a solid interest in designing and creating clothes and shoes; he has learned how to design and create with fashion figures such as Ralph Lauren, Jean Touitou, Riccardo Tisci or Olivier Rousteing and year by year, after a difficult integration into the fashion industry, Kanye West has become himself a real fashion personality, surrounded by Anna Witour, Carine Roitfeld and others important fashion icons.

“My brand is 100% influenced by hip-hop”, says Kanye West. His brand, known under the name of Yeezy in collaboration with the German streetwear giant Adidas is today presented at the New York Fashion Week as a real established brand. The rapper and designer Kanye West has become a real influencer and he has changed the way people integrate hip-hop into the world of fashion - he has “democratized” it.

HAS HIP-HOP INFLUENCED FASHION?