Rachel Chang

Fashion BP #2

**Kanye West**

Kanye West is a 40 year old entrepreneur, fashion designer, rapper, and legend. I always had a interest in Kanye because of his unique vision and his determination to become greater everyday. What I want to learn about Kanye is where he gets his inspiration from for his clothing and sneaker lines, and how he is going to change the future of fashion design.

Kanye West released his first line of clothing in February 2015 with Adidas. I was curious as to where he got his sources of inspiration so I did some digging. From a article by Independent United Kingdom, Kanye stated that he gets his sparks of influence from fellow fashion designers around him such as, Raf Simons, Helmut, and Maison Margiela. His Yeezy season 1 collection ranged from all different tones and styles with famous models that helped spread his clothing line campaign across all social platforms.This reminded me of the recent article that we read about rappers and fashion. In The New Yorker, there was a section that stated, “In the image, she is naked with the Louis Vuitton logo airbrushed on her body.” The connection that fashion designers have with their models and social influences are very important because if executed correctly the project can change how their brand grows or falls in the future.

I was also curious on how Kanye had created such a huge social following for his clothing line. What is crazy is after making this goal, I saw on the news that Kanye had taken over one of the New York subway stations by covering all the walls with photos of Kim Kardashian, and even having “YEEZYSEASON6” on of the turnstables. Kanye has made it so his brand is not only about the clothes, but also about the lifestyle that comes along with it.

Kanye West is a huge influence on the fashion community by providing his visions through different garments and sneakers. His influence on the community has changed the way people view fashion, wear fashion, and revolutionized fashion by breaking the boundaries and making new ones.