

# STREETWEAR WOMEN



Streetwear is a style of casual clothing which became global in the 1990s. It grew from Californian surf and skate culture to encompass elements of sportswear, hip hop, punk and Japanese street fashion. Eventually haute couture became an influence. It commonly centers on "casual, comfortable pieces such as jeans, T-shirts, baseball caps, and sneakers". Enthusiasts follow particular brands and try to obtain limited edition releases.

## STREETWEAR

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## Is streetwear finally ready for women?

When Sofia Prantero began working on the concept for Aries in 2010, women had little presence in the streetwear community. Born as a counterculture aesthetic cross-referencing music, sports, clubbing and community, its leading brands — Supreme, Stüssy and BAPE, as well as 21st-century successors like The Hundreds, Kith and Palace — were not only founded by men but prominently catered to them.

“Men have really been the ones who have been interested in it, running it and profiting from it,” says Leah McSweeney, who founded New York-based label Married to the Mob in 2004. While



McSweeney didn't launch with a “feminist” agenda in mind, the brand had a defiant attitude, starting from the infamous “Supreme Bitch” slogan that prompted Supreme to sue for \$10 million in 2013. “I was always very much [about] why can't girls do what boys do and that was going to be the attitude behind the brand too,” she says. Similarly, part of the reason Laura Marie Fama and Ashley Jones founded Dimepiece in 2007 was to bring female voices to the industry and the streetwear community in LA. During its peak from 2015 to 2016, the brand generated revenue of \$2 million, according to the founders, and now does about \$250 million a year in direct orders.



**Men shopping in the women's section** *"The first streetwear brands created by women, I wanted everything,"*

The female-founded brands that broke into the scene in the '00s – including Married to the Mob, Hlzblz, Mademe and Dimepiece – gave women an alternative to buying the smallest sizes of menswear items or shopping from a limited selection of styles that were presumably designed for girls but often felt like

says style consultant and street-style favourite Aleali May, who is the second woman to collaborate with Nike on a Jordan release. While most products were still out of



reach because of pricing, May was taken by the fact that they were actually designed by people who knew what she wanted.

Twenty years ago few would have predicted streetwear's influence on fashion. According to Euromonitor International, in 2018 sports-inspired apparel and footwear gen

**A changing culture**

erated combined sales of \$133.5 billion, and are estimated to grow by 3.8 per cent and 5.4 per cent respectively by 2023. Investors have poured millions into companies like StockX, Grailed and Highsnobiety.





# The Biggest Street Style Trends of Spring 2019

## Back to Black

There are no real “rules” of street style, but over the past few years, it’s been a commonly held belief that wearing black won’t get you noticed. The competition for a photographer’s attention is fierce—you need color! Glitter! Prints! Things changed drastically this season: Not only did we see droves of women (and men) in head-to-toe black, but they wore it in uniquely interesting, un-minimal ways.



Tulle frocks, leather harnesses, asymmetrical LBDs, and furry accessories were plenty eye-catching in stark black, perhaps even more so than if they’d been in a predictably bright color.

## When All Else Fails, Go With an Animal Print

Leopard never slinks out of fashion, but it’s been enjoying a major revival of late; here in New York, every girl seems to own a leopard-print slip dress or skirt, and once the temperatures drop, they’ll switch them out for spotted faux furs.





The Spring 2019 scene found women experimenting with other animal motifs, too: tiger stripes, python, zebra, you name it. The biggest surprise were the found-in-nature prints in wholly unnatural colors, like sky blue or neon yellow—a one-two punch of Spring trends, if you will.

### A New Kind of Everyday Elegance

Is the most radical trend to resist trends altogether?



*tiger, stripes, python, zebra”*



By the looks of these photos, a sleek blazer, a button-down, and a pair of great trousers can do as much heavy lifting as a glittering dress or kaleidoscopic print. This season found many editors and models sticking to a simple mix of elegant, everyday clothes. “Realistic” fashion was a big trend for Fall 2018, but it also comes down to practicality: When you’ve got back-to-back fashion shows, appointments, meetings, and parties for 28 days in a row, how can you abide wearing anything complicated?





# The neon trend is here to stay, according to the spring/summer 2019 catwalks

The spring/summer 2019 catwalks saw several retro trends re-emerge. There were tie-dye cycling shorts and shoulder padded power suits, but the one eighties trend that there really was no escaping from was neon.

Fluorescent shades already hit the fashion scene last year, hitting micro-trend status largely thanks to the Kardashians. But, those of us who thought the in-your-face look was nothing more than a passing Instagram trend are about to be proven wrong. The SS19 catwalks of New York, London, Milan and Paris confidently



## *“Seriously Statement Streetwear “*

championed lime green, blinding yellow, extra hot pink and flame orange.

Proving that the trend is going to be sticking around for quite some time. Here's how to wear it in the coming months.

If you're looking for a beginner's guide on how to style bright hues, start with a casual streetwear aesthetic.

The catwalks were full of ensembles that either had subtle pops of neon or were beaming head-to-toe creations. While Blumarine, Natasha Zinko, Jasper Conran and Annakiki all



dipped their toes into unmissable day looks, it was House of Holland that served up the biggest dose of inspiration with a collection filled with everything from three-piece tracksuits to casual suits and day dresses. New York Fashion Week also saw Jeremy Scott put his signature



It was streetwear pro Virgil Abloh, though, who perfectly fused neon hues with streetwear silhouettes for Off-White, adding a trendy snakeskin print that is bound

## *“Here’s How to Wear Neon Green Without Looking Like a Highlighter”*

the catwalks. The full spectrum of color was represented, but neon pink and fluorescent green were particularly prevalent.

Neon is a bold fashion choice, especially when it’s on an entire jumpsuit or gown. But that’s also what’s great about it — you can

throw on a hot pink suit and call it a day. Pair with

sneakers, and you’ve got yourself a look.

For those who aren’t quite ready for the head-to-toe Rainbow Brite look just yet, we’d suggest opting for neon statement accessories, like a purse or pair of shoes. You could go even more subtle with a neon lip color, bold eyeliner or nail polish. The limit for embracing neon does not exist.



to get even dubious fashionistas onboard. Designers have even put a sophisticated high fashion spin on neon shades in order to make them evening-appropriate

It’s time to step out of the neutral comfort zone and embrace these shockingly bright colors.

Whether you love it or hate it, neon is one fashion trend that’s here to stay, according to the runways.

Ultra-bright colors dominated at the spring 2019 shows, with designers like Prabal Gurung, Brandon Maxwell and Virgil Abloh of Off-White sending neon styles down





## BEST STREETWEAR BRANDS YOU NEED TO KNOW

### Supreme

New York's Supreme has integrated itself into the fabric of streetwear history. Collaborating with the likes of Rolex and Louis Vuitton, Supreme is one of the labels which elevated street style in luxury fashion. The American skateboard and clothing label has graced the backs of fash packs and ballers everywhere. Resulting in the label earning its status as one of the most iconic streetwear brands of all time. Reinventing the supply and demand wheel, Supreme drops a limited range of new items weekly. So you know you'll always be able to update your wardrobe with a fresh take on the OG red and white logo.

### Vetements

Founded by Demna Gvasalia, who now sits at the helm of Balenciaga, Vetements is all the proof we need that streetwear has fully infiltrated the world of luxury fashion. Recognised for its innovative and highly diverse designs, Vetements has taken runway couture and brought it to streetwear chic. The label is known for causing a stir with its application of broader culture in ironic designs.

### Off-White

Off-White has been making waves on the couture runways as well as streets since being founded by Louis Vuitton's artistic director, Virgil Abloh. Almost solely responsible for streetwear's take over of the luxury world, Off-White is just as likely to be seen gracing runways of Paris fashion week as it is to be on the backs of hype beasts. Abloh cut his teeth working alongside Kanye West and Fendi before launching his own label in 2013. His melding of culture and couture has birthed a brand known for its innovative designs, forward-thinking, bold and distinctive prints as well as exciting collaborations. Though a relative newcomer to the street style scene, Off-White, has certainly earned its iconic status.

### CDG Play

Comme des Garçons is known for its outlandish designs and bizarre runway shows. The fashion house's imprint, Play, however, is much more subtle. It includes a range of wardrobe staples like Breton tops, hoodies and logo tees. All donning the brand's iconic bug-eyed heart logo. Play also has a longterm relationship with Converse which has seen the heart shape stamped on the Chuck Taylor All Star 70.