

Fashion Exhibition “Timeless Y2K”

New York City College of Technology

Contemporary Designers & Luxury Markets

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The year 2000 marked a turning point not only in the calendar but also in the world of fashion. The Y2K era, characterized by technological advancement, a sense of boundless possibility, and a playful optimism about the future, left an undeniable mark on the fashion world. This exhibition, "Timeless Y2K," aims to explore the enduring influence of this era on contemporary fashion. By showcasing the works of leading designers who reinterpret Y2K aesthetics, the exhibition celebrates the cyclical nature of fashion and empowers women through a message of confidence, strength, and self-reliance.

My childhood served as the inspiration for my exhibition titled "Timeless Y2K." Yet, "Timeless Y2K" goes beyond nostalgia for the iconic styles of the early 2000s, it explores their enduring influence on contemporary fashion. There's a tangible desire for a connection to the past in the current fashion landscape, where trends tend to change constantly. A popular period in fashion history, the Y2K era is distinguished by its daring experimentation, diverse range of styles, and bold approach to self-expression (Valecha, 2021). It was a time when boundaries were pushed, norms were challenged, and individuality was celebrated. The Y2K era saw the rise of iconic brands such as Juicy Couture, Von Dutch, and Baby Phat, whose designs encapsulated the spirit of the times (Chokrane, 2023). These brands continue to influence fashion today, with their bold styles and nostalgic appeal. From low-rise jeans and crop tops to velour tracksuits, the fashion of the early 2000s was as diverse as it was daring (Aliashan, 2023). This era continues to be a source of inspiration for designers and fashion lovers. Yet, despite the passage of time, the influence of Y2K fashion continues to resonate in contemporary style. This is evident in the resurgence of trends such as mini skirts, cargo pants, and platform heels, which have made a comeback in the fashion world (Coleman, 2024). This cyclical nature of fashion ensures that what was once old becomes new again, as designers reinterpret and reimagine past trends for a

modern audience. By paying homage to the Y2K era and its iconic styles, “Timeless Y2K” seeks to explore the ways in which fashion is both a reflection of its time and a source of inspiration for the future. In recent years, there has been a growing interest in nostalgia-driven fashion, fueled in part by the rise of social media and the internet. Platforms like Instagram and TikTok have become virtual time capsules, allowing users to discover and share images from the past with people all around the world (Travers, 2024), fostering a sense of global connection across generations. This has led to a renewed appreciation for vintage fashion, as well as a reevaluation of its cultural significance. Designers like Virginie Viard, Maria Chiuri and Kim Jones have drawn inspiration from the era’s bold color palettes, futuristic silhouettes, and playful accessories, reimagining them for a new generation of consumers. At the same time, vintage clothing stores and online marketplaces have seen a surge in demand for Y2K-era garments, as Gen Z seek to emulate the style icons of their childhood (DeLong, 2024). With no signs of fading away, Y2K fashion will continue to be a major factor in the coming years. By revisiting the fashion of the early 2000s, “Timeless Y2K” isn’t just celebrating its aesthetic appeal but also empowering femininity. Moreover, the Y2K era offers valuable lessons for the contemporary fashion industry, which is fighting with issues of sustainability, diversity, and inclusivity (Enly, 2020), by learning from the Y2K era, the fashion industry can embrace a more sustainable and inclusive future by making the right choices. However, “Timeless Y2K” is all about sustainability and protecting the environment. By showcasing the enduring appeal of Y2K fashion and its relevance in today’s world, the exhibition invites audiences to think about how their fashion choices may affect the world and encourages them to envision a future where sustainability and inclusivity are emphasized in fashion. In a society that is constantly evolving,

the fashion of the early 2000s serves as a reminder of the power of self-expression and the enduring allure of nostalgia.

The selected designers of my choice for my exhibition is Kim Jones, the artistic director of Fendi, Maria Grazia Chiuri, the creative director of Dior and Virginie Viard, the artistic director of Chanel. The significance of the selected designers and their contributions to the industry cannot be underestimated. For instance, Chiuri as her role as creative director of Dior, has made significant contributions to female empowerment and consistently advocates for femininity within the fashion industry (Hume, 2018), ensuring a powerful voice for women resonates through every stitch and design. Chiuri has made it her goal to become recognized for her defense of femininity and her feminist principles when it comes to her designs since joining Dior. For example, Chiuri has introduced the slogan “We Should All Be Feminists” on Dior’s runways (Grazia, 2020), sparking the topic of gender equality and empowerment in the fashion world. Chiuri is fond of this expression because it modernizes the meaning of feminism and relates to the femininity, and pride she discovered in her own interpretation of Dior. (Grazia, 2020). This commitment is evident in her designs, which often incorporate elements that celebrate female power that connect Chiuri’s role in promoting diversity to the details of her designs. Chiuri mentions (2020), “That is why my idea of feminism is part and parcel of the creative process and of designing. It helps me think up and produce objects that speak not only to the female body but to the mind as well. Objects that reveal our own beauty to ourselves. Uniforms are useful for facing the world day after day.” (Grazia, 2020). This commitment reflects her belief that feminism is essential to the creative process, inspiring designs that appeal to the body and mind, and empowering individuals to face the world with pride and confidence. Maria Grazia Chiuri’s arrival at Dior in 2016 has been outstanding. She has and still is

supporting feminism, celebrating diversity, participating in global collaboration, and constantly innovating Dior. Chiuri's impact extends far beyond aesthetics due to her powerful voice for fighting for change and sharing her beliefs as a positive way to change. Secondly, Virginie Viard, who has been the Creative Director of Chanel since 2019, has taken on the formidable task of upholding the legacy of the legendary Coco Chanel while infusing her own vision into the brand (Bowles, 2020), which have shaped the brand's evolution while ensuring its enduring legacy. Furthermore, one of Viard's most significant contributions to the industry lies based by her abilities to seamlessly blend tradition to the modern world. Yet, Viard is not content to just recreate past accomplishments; instead, she infuses her designs with a modern flair that connects with today's consumers (Altizer et al., 2021). As Chanel maintains its relevance, it's brand stays fresh while honoring its tradition by elegantly integrating its legendary past with contemporary elements. Viard's success lies in her ability to find the perfect balance between tradition and modernity. She doesn't simply copy the past; she thoughtfully reinterprets it for a new generation. It's safe to say that Viard isn't afraid to infuse the brand with contemporary elements due to her catering to the modern woman, embracing new ideas, and aligning with modern values. For instance, Viard incorporates sustainable practices and ethical sourcing into Chanel's production process (Chanel, 2024), demonstrating the fashion house's commitment to environmental and social responsibility. Not to be overlooked, Kim Jones is a genius of contemporary fashion. His influence transcends a certain brand or aesthetic because he is a designer who consistently pushes boundaries and merges genres. In 2020, Kim Jones took the role of creative director at Fendi after Karl Lagerfeld, who chose to respect Fendi's history while also bringing his own ideas to the company (Paton & Friedman, 2020), ensuring a smooth evolution for this iconic fashion house. One of Jones most notable contributions to the industry lies in his commitment to

sustainability and ethical fashion practices. For example, he has been a vocal advocate for environmental conservation and responsible sourcing throughout his career, implementing eco-friendly initiatives and championing transparency within the supply chain. For example, Kim Jones joined an organization named “Parley for the Oceans,” which collects plastic pollution from the sea and recycles it. Jones highlights the importance of sustainability in the fashion industry, how recycled materials can be used to create high-quality clothing, and the importance of protecting biodiversity as we need to find more new sustainable materials (Roche, 2023). This effort paves the way for a more responsible and eco-conscious future for fashion. Overall, the selection of Kim Jones, Maria Grazia Chiuri, and Virginie Viard for my “Timeless Y2K” exhibition reflects their profound impact on the fashion industry. Maria Grazia Chiuri’s dedication to feminism and diversity at Dior has not only redefined the brand but also sparked crucial conversations about empowerment and gender equality. Virginie Viard seamlessly blends Chanel’s rich heritage with contemporary elements, ensuring the brand remains both timeless and relevant. As, Kim Jones’s commitment to sustainability and innovation sets a new standard for ethical fashion practices, paving the way for a more responsible industry. Together, these designers epitomize creativity, vision, and a dedication to positive change within the fashion landscape.

The ASU FIDM Museum is a vibrant center for fashion exploration that is proud to present, “Timeless Y2K,” an exhibition that transports visitors back to the early 2000s which was an era of technological optimism, pop culture dominance, and bold fashion statements. Before delving into the specifics of the exhibition staging, it’s important to understand why the ASU FIDM Museum is an ideal venue for hosting “Timeless Y2K.” Located in California campus of Arizona State University, this museum serves as a vibrant hub for creativity, education, and

cultural exploration, particularly within the realm of fashion. Its diverse exhibits celebrates the aspects of fashion with various aspects of culture, history, and society, making it a fitting backdrop for an exhibition that seeks to delve into the fashion of the early 2000s. However, this experience will not only showcase the unique collection of my Y2K garments but also utilize a creative staging and layout to fully grasp the essence of the early 2000s. The staging of “Timeless Y2K,” is carefully designed to captivate and engage visitors from the moment they enter. A carpet flooring stage serves as the centerpiece, adorned with garments that represent a contemporary style of the Y2K era are displayed on the mannequins. Additionally, the placement of the mannequins is strategically arranged to create visual interest and encourage exploration. For example, there will be three mannequins in front of the stage as there will be additional mannequins surrounding in the back of the stage, strategically placed to encourage visitors to explore more within the exhibition. This invites visitors to walk around the exhibition, allowing them to closely examine the intricate details and design elements of each garment. To further enhance visitor's experience, bright lights will be hanging from the ceiling, casting a luminous glow over the exhibition space. The lighting design is inspired by the flashy aesthetics of the early 2000s, creating a sense of excitement and energy reminiscent of the era’s entertainment scene. Not only do these lights illuminate the exhibits, but they also create the perfect setting for visitors to capture photos and memories of their journey through the Y2K era. The interplay of light and shadow adds depth and dimension to the displays, enhancing the visual appeal of the exhibition. In addition to the staged displays, posters from the Y2K era adorn the walls of the exhibition, providing visual aids. Think of all those iconic advertisements featuring pop stars of the time, movie posters from the early 2000s, and magazine covers showing off the hottest trends. These visual aids will have visitors transported back in time, creating a sense of

familiarity and nostalgia. Enter “Timeless Y2K” and allow these visual aids to transport you back in time. They will evoke a strong feeling of familiarity and nostalgia that will stay with you long after you leave. Furthermore, subtle background music featuring popular songs from the early 2000s will be incorporated. However, the music won’t be too loud, it will be at a volume where visitors can hear each other well through conversations. The staging and layout of the “Timeless Y2K” exhibition at the ASU FID Museum play a crucial role in enhancing the visitor experience in several ways. Firstly, by showcasing a diverse range of garments and styles. Visitors are able to explore the evolution of fashion during the iconic period, from runway couture to street style. Moreover, the exhibition encourages active participation and engagement from visitors, inviting them to not only observe but also to interact with the displays, take photos, and share their experiences with others. By encouraging a sense of community and connection among guests, this interactive approach creates enduring memories and important dialogues about fashion, culture, and nostalgia. In summary, the ASU FIDM Museum's "Timeless Y2K" exhibition's staging and arrangement will enhance the visitor experience and attract guests to the bold world of early 2000s fashion and culture. By crafting a vibrant and immersive environment, the exhibition not only transports visitors back to the early 2000s but also invites them to actively participate in the exploration of this iconic era. With the choice of the dynamic landscape of Arizona State University’s California campus, the museum serves as an ideal venue, showing creativity and a deep appreciation for fashion’s role within society. In conclusion, as you prepare to embark on your journey through “Timeless Y2K” at the ASU FIDM Museum, I encourage you to step into the vibrant world of the early 2000s fashion and culture. Allow the carefully crafted staging and arrangement to transport you back in time, making memories and sparking conversations about the evolution of style and society. Take the opportunity to explore, engage,

and share your experiences with others, creating lasting memories and meaningful connections. Together, let us celebrate the boldness and creativity of the Y2K era, while reflecting on its iconic impact on fashion and beyond.

As for the importance of the exhibition in the context of fashion history and culture, “Timeless Y2K” acknowledges the fashion history and culture in the Y2k era. In the perspective of fashion history and society, my "Timeless Y2K" exhibition is significant because it offers a deep examination and celebration of the garments and the life of the early 2000s, commonly referred to as the "Y2K era." The influence of the early 2000s aesthetic on contemporary design is indeed fascinating. In addition, it's remarkable how advancements in technology have enabled artists to revisit and reinvent the Y2K aesthetic in new and exciting ways. What's particularly intriguing is how some of these modern interpretations feel even more authentic or true to the essence of the era than the original works. The combination of early 2000s style's timeless appeal and the creative power of new technology is constantly fueling fashion evolution. Alexander (2016) mentions, “Now with faster internet, a robust community infrastructure online, and more rendering software available at lower prices, artists are able to revisit the Y2K aesthetic and go even further with it – fascinatingly, some of these new pieces feel more “true” than the more constrained works they emulate.” (Alexander, 2016). As we move forward into the future, the early 2000s fashion remains a vibrant source of inspiration, constantly evolving and influencing contemporary design, ensuring its legacy endures for generations to come. The trends of the early 2000s continue to inspire contemporary designers in so many ways, Warren (2024) mentions, “High fashion labels have significantly influenced the resurgence of Y2K aesthetics within modern streetwear.” (Warren, 2024). With this blend of old and new, fashion continues to push boundaries and redefine itself for each generation. As fashion houses bring in Y2K

contemporary elements into their works, it shows how much of the era is appreciated and iconic. For example, Louis Vuitton launched a collection that is focused on nostalgia being combined with a modern touch, by reimagining their legendary designs in retro denim, capturing the spirit of the Y2K aesthetic.” (Warren, 2024), which is a strategic move to attract the attention of Gen-Z. Yet, the Y2K era fashion was characterized by fusion of futuristic elements, retro influences, and a sense of optimism mixed with apprehension about the future. The late 1990s and early 2000s were a whirlwind of technological leaps and social change, with a mix of excitement for the future's possibilities and anxieties about the unknown, exemplified by the Y2K scare where fears of computer program malfunctions due to the year 2000 switch gripped the world (Alexander, 2016). This period marked a significant turning point in human history, ushering in a new era of global connectivity and digital dependence. The lasting impact of this era continues to shape our world today. However, Y2K fashion was heavily influenced by various cultural phenomenon of the time like pop culture. The late 1990s and the early 2000s saw the rise of pop culture icons such as Britney Spears whose bold and flashy styles influenced mainstream fashion trends (Grindell, 2021). Sealing the decade's legacy as one of playful rebellion and youthful confidence, Spears popular looks continue to inspire fashion's embrace of individuality. Although, Britney Spears isn't the only one who played a significant role in shaping Y2K fashion, Christina Aguilera, Destiny's Child, Paris Hilton and many more have influenced trends with their daring, bold, and iconic outfits (Malach, 2023), making this era remain unforgettable. Furthermore, Y2K fashion thrived on diversity, and brands like Baby Phat, Juicy Couture, and Ed Hardy were at the forefront of this movement. For example, their unique styles from streetwear luxury (Baby Phat) to velour comfort (Juicy Couture) to bold tattoo-inspired graphics (Ed Hardy) offered fresh options for a generation embracing

individuality (Quihuiz, 2023), allowing individuals to find their own way to express themselves through fashion. Yet, these brands, fueled by celebrity endorsements, rose to prominence in the early 2000s, shaping the era's eclectic fashion landscape (Quihuiz, 2023), which these brands continue to have influence the fashion world. For example, Paris Hilton was always seen wearing Juicy Couture's velour tracksuits, that were usually a casual, sporty chic aesthetic look that defined the early 2000s (TodayShow, 2019). It's safe to say that Hilton has helped solidify Juicy Couture's place within the fashion history. As a result, the echoes of this era continue to resonate in contemporary fashion landscapes. Additionally, the popularity of sci-films and comedy films like "The Matrix" and "Mean Girls" contributed to the aesthetic of Y2K fashion (Alexander, 2016), showcasing how cultural influences can pervade through various mediums. Furthermore, the Y2K era was a time of cultural resistance and subversion, as marginalized communities used fashion as a form of self-expression and empowerment. From the emergence of streetwear as a symbol of urban identity to the rise of DIY fashion as a means of reclaiming agency, the Y2K era saw the proliferation of alternative fashion movements. These subcultures challenged mainstream notions of beauty and style, celebrating individuality and authenticity above all else. The "Timeless Y2K" exhibition pays tribute to these subversive voices, amplifying their stories and contributions to the fashion landscape. In conclusion, the "Timeless Y2K" exhibition emerges as a vital tribute to the fashion history and culture of the Y2K era. As you visit "Timeless Y2k," visitors will see the Y2K fashion's long-lasting influence on contemporary style.

The goals and the objectives of this exhibition are to teach individuals about what fashion was like entering the new millennium and understand that we are seeing a major comeback of the Y2K fashion elements through the hands of our contemporary fashion designers like Kim Jones,

Virginie Viard, and Maria Grazia Chiuri. These visionaries not only pay homage to the past but also combines it with a contemporary twist, seamlessly blending nostalgia with innovation to create garments that resonate with today's fashion. Together, the works of Virginie Viard, Maria Grazia Chiuri, and Kim Jones serve as powerful reminders of the enduring influence of the Y2K era on contemporary fashion. Through this exhibition, visitors will journey through time, witnessing the evolution of style from the turn of the century to the present day, and understanding how historical influences continue to shape our contemporary fashion.

Furthermore, aside from focusing on the Y2K era, empowering femininity is the inspiration for my exhibition. With a focus on empowering femininity, the exhibition seeks to showcase the bold styles influenced by the Y2K era and the fearless attitude of women who embraced their individuality and wore what made them feel good and confident. As a young woman, it amazes me how carefree women were at the time and still are today. Although there are still a lot of judgemental people today, yet that shouldn't phase us women, which is the message I am bringing out through my exhibition. At its core, the exhibition serves as an educational platform, offering insights into the cultural, social, and technological influences that shaped fashion during the transition to the 2000s. Throughout my exhibition, visitors will gain a comprehensive understanding of the Y2K aesthetic and its evolution over time. By showcasing the innovative techniques, bold silhouettes, and experimental combinations that defined Y2K style, the exhibition encourages designers and fashion lovers to push boundaries and explore what interest them. , the show promotes societal consciousness, challenging conventional concepts of beauty, identity, and self-expression. Lastly, meet a 22-year-old graduate student, Yasmeen Bekhit, who is all on board with the Y2K resurgence. However, she takes on the trend in a sustainable way, just like the "Timeless Y2K" exhibition values sustainability. Press mentions (2024), "Yasmeen

Bekhit, a 22-year-old graduate student in Manheim, Pennsylvania, said she frequents a local thrift shop almost every week and shops at resale sites like Depop, which offers Y2K-heavy options such as baguette bags and baggy jeans.” (Press, 2023), exemplifying a conscientious approach to fashion in the modern era. However, it’s interesting to see Y2K style being worn by a diverse of individuals. For example, in the 2000s, we never really got to see anyone outside of the American culture participate in the fashion of Y2K. Yet, in today’s world, we’re seeing individuals from different backgrounds like Bekhit join the trend. According to Press (2023), “Bekhit typically gravitates toward looser, flowy pants, flare-legged jeans, and tighter shirts like mesh tops, which help her stay cooler in the summer while wearing a hijab. She’s inspired by the way former Disney Channel stars like Gomez and Hilary Duff used to style themselves, she said.” The Y2K aesthetic is having a moment, and it’s exciting to see it be embraced by a wider range of people than it was in the early 2000s. This inclusivity is a welcome change, and it allows for more creative interpretations. By celebrating the diverse voices and perspectives that shaped Y2K fashion, the exhibition promotes inclusion and empowerment, encouraging individuals to embrace their unique style and celebrate their authentic selves. Overall, the “Timeless Y2K” exhibition is more than a retrospective of fashion history, it is a celebration of creativity, resilience, and the enduring spirit of individuality. By honoring the past while embracing the future, the exhibition invites visitors to explore the intersections of fashion culture, and identity, inspiring them to reimagine the possibilities of self-expression and empowerment.

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