

BUF 4900: Internship Midterm Essay Exam
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Since the early 1970s, Hip-Hop has been a big influence worldwide. Invoking the struggle for racial equality and conveying rage at the socioeconomic circumstances that defined the lives of many Black people, protest and resistance have frequently been present elements within the genre. Hip hop had become deeply ingrained in American popular culture by the 2000s (Sharpe, 2023). As a result of its links to crime and inner cities, Hip Hop remains controversial, but it has emerged as the most influential and lucrative musical genre for Black Americans. It first began with the iconic back-to-school party hosted by Cindy and Clive Campbell (best known as DJ Kool Herc) in their Bronx apartment building on August 11, 1973, which serves as the genre's starting point. Since then, Hip-Hop has expanded across the world, influencing countless areas. With the money they made from making records, artists like Sean Combs, and Jay-Z went into business for themselves as major league team ownership, politics, and also fashion designers (Peretti, 2009). Style has been the staple in representing the culture, even to this day. The genre has influenced both high-end brands and clothing in the twenty-first century Athleisure and streetwear are just a few of the influential and long-lasting trends that the genre's artists and fans modified and made mainstream (Fashion Institute of Technology, 2023).

I had the honor to go and visit a very important exhibit at The Museum at Fashion Institute of Technology, here in New York City. *Fresh, Fly, and Fabulous: Fifty Years of Hip Hop Style* showed the evolution of style that has been influenced by Hip-Hop for the past 50 years. Many of these styles changed, many have stayed the same. But after browsing the different developments of styles, The Baby Phat back navy blue satin bomber jacket and indigo color jeans caught my eye. Kimora Lee Simmons, a model and fashion designer, introduced Baby Phat in 1998. The company was one of the few hip-hop clothing companies that catered to women's fashion and pioneered styles including bejeweled, sporty-feminine, and low waist flared jeans (The Museum at FIT, 2023).

This *cool* color, navy blue satin bomber jacket has white lines going horizontally at the bottom of the jacket, the cuffs, and on the collar, which also has elastics so that the jacket can sit right on the wrist, neck, and the waist. The *rhythm* of the jacket includes jewels that are placed right above the pockets. As for these indigo *symmetrical* denim jeans, its flare silhouette leads the viewer's eye (Bell, 2022). The *contrast* in the outfit is the same. I would say they have the same navy/indigo blue *hue*. The *dominance*, often the mannequin, perfectly shows the way that this outfit would have been worn during the time it was popular, which was the late 1990s and early 2000s. As mentioned before, the satin bomber jacket's *form* sits perfectly above the mannequin's waist so that the low waist jeans can complement the outfit. The jacket also has the Baby Phat logo as the zipper. Overall, this outfit caught my eye because it's an outfit that is considered very comfortable, fashionable, sexy, and sporty. It speaks to me as an individual because not only do I love being comfortable, but I am heavily influenced by Hip-Hop culture.

In conclusion, *Fresh, Fly, and Fabulous: Fifty Years of Hip Hop Style* examines a number of themes that have persisted in hip-hop fashion over the previous five decades including the expression of Black pride, the importance of outerwear and denim, celebrity fashion, and the impact of sports. We must shine light on Hip Hop's origin, which is tied to African American communal awareness. The culture is also viewed as a reaction to the socio economic problems that emerged from the time in history. The Black community, and other historically oppressed groups, transformed their resentment over the injustices that they experienced into constructive protest, assisting in the reshaping of societal attitudes and responsibilities (Odenthal, 2022).

Figure 1

Clothing Item Chosen



Baby Phat Back Satin Bomber Jacket and Jeans, 1998.

Figure 2

Informational Plaque

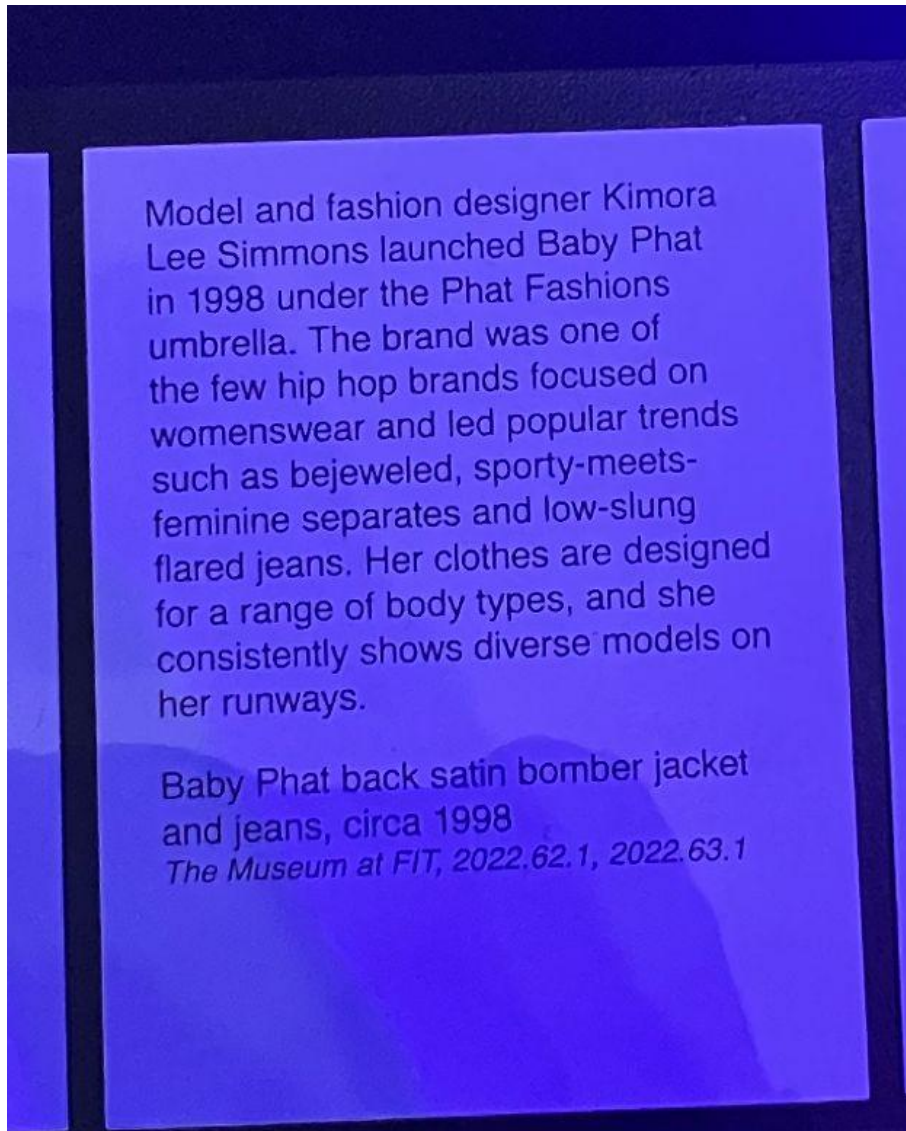


Photo of Baby Phat informational plaque

Figure 3

FIT: Fresh, Fly, and Fabulous: Fifty Years of Hip Hop Style entrance



Photo of Student Camila Vizcaino in front of Fresh, Fly, and Fabulous: Fifty Years of Hip Hop Style entrance.

References

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<https://www.fitnyc.edu/museum/exhibitions/hip-hop-style.php>

Figure 1. (2023, March 26) Baby Phat Back Satin Bomber Jacket and Jeans, 1998. *Museum at FIT: Fresh, Fly, and Fabulous: Fifty Years of Hip Hop Style*.

Figure 2. (2023, March 26) Informational Plaque. Baby Phat Back Satin Bomber Jacket and Jeans, 1998. *Museum at FIT: Fresh, Fly, and Fabulous: Fifty Years of Hip Hop Style*.

Figure 3. (2023, March 29) Student Camila Vizcaino. *Museum at FIT: Fresh, Fly, and Fabulous: Fifty Years of Hip Hop Style*.

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