

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

Hip-hop style has been a significant aspect of the hip-hop culture, evolving from its roots in the 1970s to the global phenomenon it is today. The exhibition "Fresh, Fly, Fabulous: Fifty Years of Hip Hop Style" showcases the evolution of hip-hop fashion, from its early days to its influence on modern fashion trends (Museum at FIT, 2023). The importance of having clothes in museums is to preserve and showcase the cultural and historical significance of fashion and its role in shaping society, displaying a representation of history through culture and fashion. Clothing has been a crucial aspect of hip-hop culture as it is one of the most visible expressions of the culture. This essay will explore the significance of color, texture, and the eight elements of design in hip-hop style, focusing on the influence of the Tommy Hilfiger brand on hip-hop fashion.

Color is a crucial element of hip-hop style, and the Tommy Hilfiger brand is an excellent example of this. The brand's red, white, and blue color scheme is not only visually striking but also serves as a symbol of the brand's American heritage. The use of these colors has been interpreted by hip-hop artists as a celebration of their own American identity, with many incorporating Tommy Hilfiger apparel into their fashion ensembles. Texture also plays a vital role in hip-hop style, with the Tommy Hilfiger brand exemplifying this through its use of fabrics such as denim, cotton, and leather. These fabrics are durable, functional, and comfortable, all qualities that are valued in hip-hop fashion. Additionally, the use of these materials has allowed the brand to create a distinct look that is both stylish and functional.

The eight elements of design are also significant in hip-hop style, with the Tommy Hilfiger brand incorporating many of these elements into its designs. For example, the brand's use of lines is evident in its clean and precise designs, while rhythm is created through the use of patterns and repeating motifs. The brand's form is also well-balanced, creating a harmonious overall design. Additionally, the brand's use of contrast and juxtaposition is evident in its combination of bold and understated designs, creating a visually striking and unique look.

The dominance of the Tommy Hilfiger brand in hip-hop culture can be attributed to its ability to create a distinctive style that is both timeless and relevant. The brand's designs have been worn by some of the most influential hip-hop artists, including Snoop Dogg, Aaliyah, and Nas, among others. This endorsement by hip-hop artists has helped to solidify the brand's place in hip-hop culture and has contributed to its continued success

Run-DMC, the legendary hip-hop group from Queens, New York, played a significant role in popularizing Tommy Hilfiger in the world of hip-hop fashion. The group's members, were frequently seen wearing Tommy Hilfiger clothing during their performances and music videos in the late 1980s and early 1990s. The iconic black and white Tommy Hilfiger logo became synonymous with the group's image and style, and their endorsement of the brand helped to solidify its place in hip-hop culture. In return, Tommy Hilfiger began to embrace and incorporate elements of hip-hop culture into their designs, creating a mutually beneficial relationship between the brand and the genre. The Museum at FIT's exhibition "Fresh, Fly, and Fabulous: Fifty Years of Hip Hop Style" includes examples of Tommy Hilfiger clothing worn by Run-DMC, highlighting the enduring influence that the group had on the brand and the role that fashion played in the evolution of hip hop culture.

In conclusion, a hip-hop style is a form of cultural expression that has influenced modern fashion trends. "Fashion has always been an important part of the hip-hop identity because fashion has always been an important part of black identity in America," says producer and filmmaker Sacha Jenkins, director of the 2015 hip-hop fashion documentary *Fresh Dressed* (Jones, 2018)". Including hip-hop garments in a museum exhibit shows the importance of cultural sensitivity and inclusivity in the fashion industry. Overall, hip-hop style and culture should be celebrated for their contributions to music, fashion, and social justice movements, providing a platform for marginalized communities to express themselves and reclaim their identities.

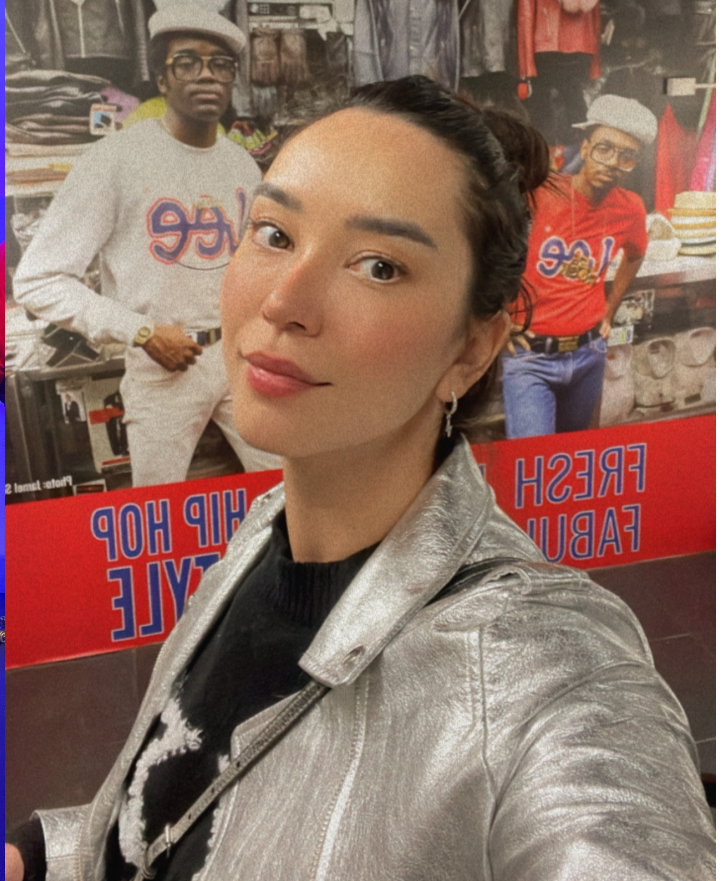


Figure 1. Tommy Hilfiger Jacket Styles At Museum At FIT, 2023.

Figure 2. Tommy Hilfiger Ensemble Worn by Aaliyah at Museum at FIT, 2023.

Figure 3. Tommy Hilfiger Hip Hop Styles Featured in RUN DMC Videos at Museum at FIT, 2023.

Figure 4. Daniela Peckova Watanabe at Museum at FIT, 2023.

References

Figure 1. Tommy Hilfiger jacket styles. [Photograph]. (2023). Taken by Watanabe, D. P. at Museum at FIT.

Figure 2. Tommy Hilfiger ensemble worn by Aaliyah. [Photograph]. (2023). Taken by Watanabe, D. P. at Museum at FIT.

Figure 3. Tommy Hilfiger hip hop styles featured in RUN DMC videos. [Photograph]. (2023). Taken by Watanabe, D. P. at Museum at FIT.

Figure 4. Daniela Peckova Watanabe. [Photograph]. (2023). Taken by Watanabe, D. P. at Museum at FIT.

Jones, M. (2018, January 25). Hip-hop fashion moves beyond the streets and into couture. Los Angeles Times. <https://www.latimes.com/entertainment/la-et-ms-ig-hip-hop-fashion-streets-couture-20180125-htmllstory.html>

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