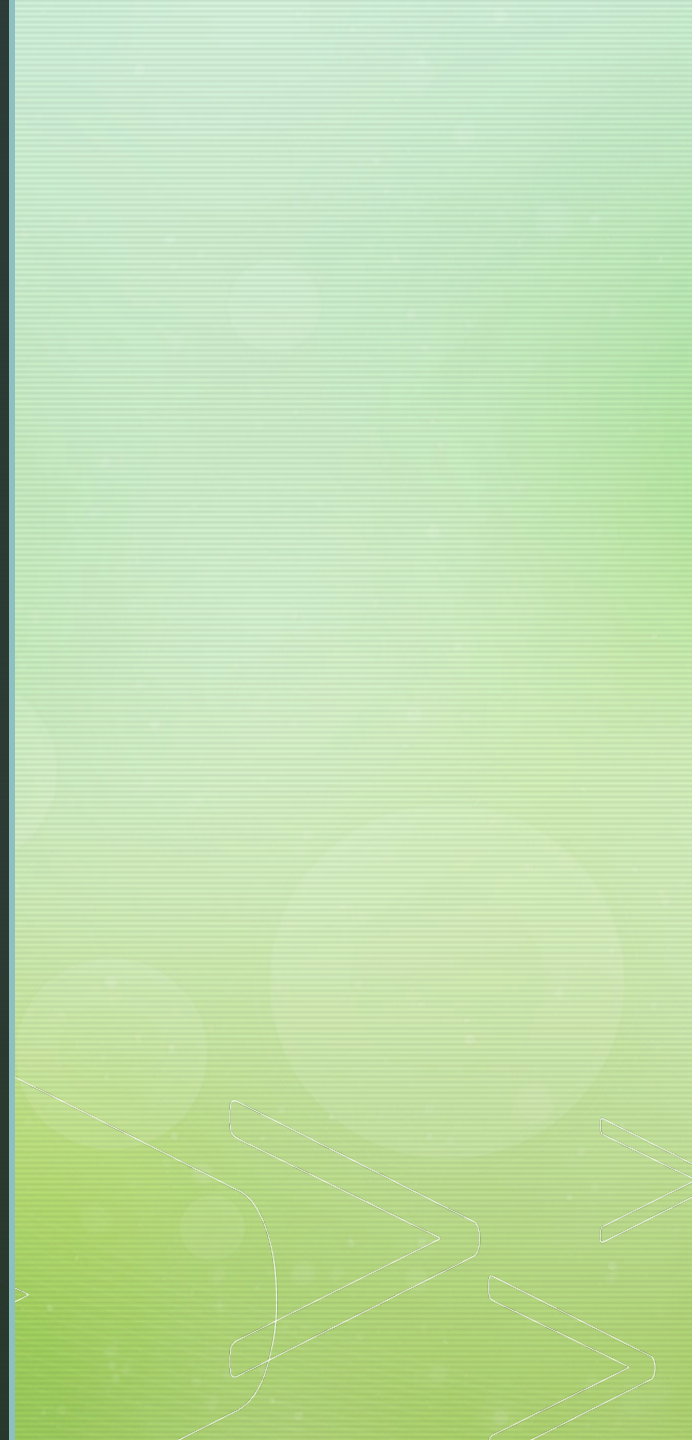


The Upward-Flow Theory

By David Bautista



Upward-Flow Theory

- Theory of fashion moving up from the lower class to the upper class.
- Upper class wants to adopt “poor lifestyle” fashion.
- Also referred as the trickle up theory.



Louis Vuitton SS19



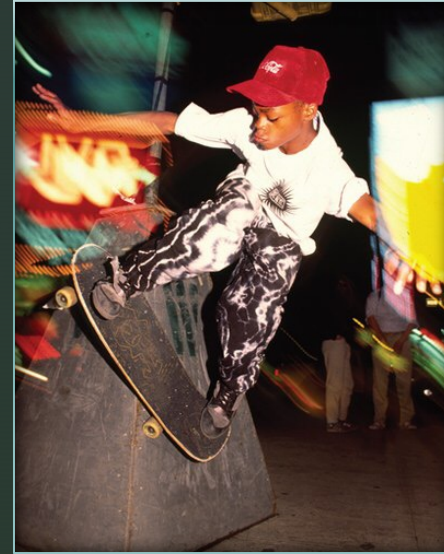
Fendi SS19



Calvin Klein FW18

Streetwear

- A casual clothing of style worn especially by members of various urban youth subcultures.
- Originated from skate culture in the 90s, then transitioned into hip-hop.
- Usually consists of graphic tees, jeans and sneakers.



Why It's Important

- Streetwear is shifting to a wealthier demographic by major designers and brands.
- Major fashion brands like Louis Vuitton are adopting streetwear fashion.
- Therefore it's becoming expensive.



Streetwear in the Industry

- Major brands adopting streetwear style.
- Major brands are starting to produce more printed shirts, hoodies, and etc.



Streetwear's Impact

- Major department stores wouldn't be in business if it wasn't for streetwear.
- Major brands collaborate with streetwear brands.



Impact on Consumers

- Becoming too expensive for consumers.
- A survey conducted by HYPEBEAST and Strategy& found that 18% spend more than \$500 on streetwear.



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