

BUF 4900: Internship Midterm Essay Exam (worth 250 points)

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Please visit the online Museum of Fashion Institute of Technology online Exhibitions. You will be attending Fresh, Fly, and Fabulous: Fifty Years of Hip Hop Style (Take picture at exhibit and include in essay at the end). Be sure to write in essay format in APA both in-text citations and references to avoid plagiarism including the correct website page of the museum at the Fashion Institute of Technology. (NO www.fit.edu) Please be sure to go the exhibition site, read all the information about exhibit and its relevance in today's culture. The essay is due March 30 at 8:00 pm. NO Late work will be accepted for credit.

Select an image (style) of Fresh, Fly, Fabulous: Fifty Years of Hip Hop Style from past or present from the exhibit. (1) The Introduction: Explain the significance of hip-hop dress from its roots to the runway as clothes are one of the most persuasive and visible manifestations of the culture.

Over the past few decades, hip-hop culture has had a significant effect on popular fashion. Beginning in the early 1970s, hip-hop culture spread from the Bronx, New York City to Paris and Milan, where it has become an integral part of high fashion (Spellings, 2017). Hip-hop fashion and its impact on the fashion industry fascinate me as a student of fashion and culture. Clothes are a powerful way to express cultural identity. Hip-hop fashion has always been about more than just clothes - it's about creating an individual style that reflects one's personality, values, and experiences. (Helmer, 2020) From the baggy clothing of the early 90s to the high-end luxury brands of today, hip-hop fashion has had a significant impact on the way we dress and think about fashion. In this essay, I will explore the roots of hip-hop dress, its evolution over time, and its influence on contemporary fashion (Ladner, 2009). Fashion has been greatly influenced by the style of designer jeans throughout the years, with iconic styles that have become cultural touchstones. The following are some of the most important designer jeans in fashion history:

1. Lee Bellbottom Jeans - These jeans were popular in the early-mid 1970s because of their wide, flared legs. As a staple of the disco era, they were often worn with platform shoes (Nellis, 2019).
2. Calvin Klein Jeans - Calvin Klein launched his own jeans line in 1979, which became an instant success. During the era of the minimalist aesthetic, designer jeans were sleek, sexy, and simple (Steele, 2022).
3. With its tight, high-waisted fit and signature triangle logo, Guess jeans became a cultural phenomenon in the mid-1980s. The clothes embodied the excess and glamour of the decade and were worn with oversized blazers and colorful accessories (Williams, 2013).
4. Jordache Jeans - Jordache jeans were launched in the late 1970s and became one of the most popular designer jeans brands of the era. Embroidery and other decorative details often embellished their slim, form-fitting silhouettes (Cline, 2021).

Discuss the (1) significance of the color of the style garment. Be sure to include tones, shading, and value. (2) Use all eight (8) elements of design, i.e., (1) line, (2) rhythm, (3) form, (4) balance, (5) contrast /juxtaposition, (6) dominance, (7) proportion and (8) repetition for technical terms as in defining and applying the term within the hip hop style composition of Fresh, Fly, and Fabulous: Fifty Years of Hip Hop Style you have selected (I posted visual merchandising pp for all terms and definitions the week of March 16 and reviewed and discussed for your consideration).

Color is a crucial element in fashion design and can significantly impact the overall look and feel of a garment. When it comes to the style of the four jeans mentioned, each brand used neutral colors in a unique way to express its individuality and aesthetic(Adomaitis, 2023, Visual Merchandising-ch1-4)

In the early-mid 1970s, Lee Bell Bottom Jeans were frequently seen in shades of blue denim. Throughout the decades, the deep blue color of the fabric has created a classic, timeless look. Blue denim is available in a variety of tones, with some having a lighter wash or a slightly faded appearance, giving the jeans a sense of authenticity and wearability (The Museum at FIT,2023).

Although Calvin Klein Jeans were also primarily made from blue denim in 1979, the brand differentiated itself by incorporating subtle shadings and variations in color. Calvin Klein created a sophisticated and refined look by incorporating darker and lighter areas of blue into the jeans (The Museum at FIT,2023).

In Guess Jeans from circa 1986, a white tint was added to a color to create a tint (Adomaitis, 2023, Visual Merchandising-ch1-4). Guess jeans are light denim, and they are also characterized by complementary colors, such as red, green, and yellow, and are often worn together. Through the use of color, the brand was able to stand out and become a recognized name within the fashion industry. A number of the brand's design elements are also emphasized by color, such as its signature triangle logo (The Museum at FIT,2023).

A variety of colors were used by Jordan Denim from circa 1979, including blue denim, white, and black. To create visual interest and uniqueness, the brand used contrasting colors and patterns, such as black denim with white stitching (The Museum at FIT,2023).

The four jeans each incorporate the eight elements of design in a variety of ways, resulting in unique styles and looks.

There were several lines used by various brands to create specific silhouettes or shapes for their jeans. There was a horizontal line at the hem of the Lee Bell Bottom Jeans that created a flared leg. Designed with a straight leg and vertical seams down the front and back, Calvin Klein Jeans feature a straight leg design. It was common for Guess Jeans to have tapered legs with diagonal lines at the pockets and zippers. There was a curved, horizontal seam at the waist of the Jordache Jeans (The Museum at FIT,2023).

Design elements such as pockets, stitching, and hardware are repeated in the garment in an attempt to create rhythm. Calvin Klein Jeans had repeated seams and pockets, whereas Lee Bellbottom Jeans had a simple design with minimal repetition. Jordache Jeans used repeated

curves and horizontal seams, while Guess Jeans had a more complex design with repeated zippers and pockets (The Museum at FIT, 2023).

Whether it was the flared leg of Lee Bell Bottom Jeans or the slim leg of Jordache Jeans, all four jeans used the form to create a specific shape or silhouette.

There is a sense of balance in each brand's designs by balancing different design elements, such as pockets, seams, and hardware. Using a simple, streamlined design, Lee Bell Bottom Jeans achieved a sense of balance, while Calvin Klein Jeans used symmetry to achieve this. In order to create a sense of balance, Guess Jeans often used contrasting colors and patterns, while Jordache Jeans incorporated curved lines and asymmetrical seams (The Museum at FIT, 2023).

All four jeans use contrast and juxtaposition to create visual interest and highlight certain design elements (Adomaitis, 2023, Visual Merchandising-ch1-4). Lee Bell Bottom Jeans featured a contrast in hemline with a flared leg, while Calvin Klein Jeans featured a contrast in color shading. In Guess Jeans, there was a contrast between color and pattern, whereas, in Jordache Jeans, there was a contrast between color and stitching (The Museum at FIT, 2023). An element of the design has dominance when it has a higher visual weight or importance within the composition (Adomaitis, 2023, Visual Merchandising-ch1-4). As with these jeans, each pair has a distinctive feature that makes it stand out from the others. As an example, the Lee bell bottom jeans feature a prominent flare that extends downward from the knee. The Calvin Klein jeans, on the other hand, have a simple and clean design with a prominent label at the back waistband. There is a dominant element of embroidery and embellishments on the pockets and legs of the Guess jeans, while the Jordache jeans have a dominant high waistline (The Museum at FIT, 2023).

The proportion of design elements in a composition can be described as the size and scale of those elements (Adomaitis, 2023, Visual Merchandising-ch1-4). When it comes to jeans, the proportion can refer to various design features' length, width, and placement. In the case of the Lee bell bottom jeans, for example, the leg is wide and flared in proportion with the fitted hip area. Inseam and rise are proportionately long on Calvin Klein jeans. Embroidery and embellishments on the Guess jeans are placed proportionally, while Jordache jeans have a proportionate high waistline and straight legs (The Museum at FIT, 2023).

A design principle involving repetition is one that creates visual rhythm and cohesiveness through the repeated use of a design element. Repetition can refer to the use of specific design elements in jeans, such as stitching, hardware, or logos. The Lee bell bottom jeans, for example, feature decorative stitching around the pockets and waistband. Throughout the back waistband and pockets of Calvin Klein jeans, you can see the iconic Calvin Klein logo repeated. Guess jeans are embellished with embroidered and embellished details on the pockets and legs, while Jordache jeans display their logo on the back pockets (The Museum at FIT, 2023).

Be sure to consider (1) texture/ or the appearance of texture (sheen, smooth, rough).

When analyzing garments as a fashion student, the texture is an important factor to consider. A variety of textures can be observed in these jeans, depending on both the fabric used and the treatment it has received during the manufacturing process (FIT Museum, 2023).

In the early-mid 1970s, Lee bell bottom jeans were often made from a denim fabric that was rough and sturdy, with visible twill lines and a noticeable weight. The texture of the jeans

gave them durability and a rugged appearance, which was popular with youth culture at the time (FIT Museum,2023).

The Calvin Klein jeans from 1979 may have had a smoother texture because they were made from a different type of denim or had been softened. As a result of the sheen and smoothness of the fabric, the jeans have a more polished appearance, which is consistent with the brand's minimalist aesthetic (FITMuseum,2023).

As Guess jeans were known for using high-quality fabrics and finishes to produce a luxurious appearance, they may have also had a smooth texture. It is also possible that the fabric had a slight sheen, adding to the overall glamor of the garment (FITMuseum, 2023).

In addition, the Jordache jeans from around 1979 may have had a texture that was somewhere between rough and smooth, with a sturdy yet refined feel. In addition to lighter-weight denim and treatments such as sandblasting and acid washing, lighter-weight denim may also affect the look and feel of the fabric (FITMuseum, 2023).

In general, texture plays a significant role in the evaluation of these jeans, as it can influence the way the jeans look, feel, and even function in terms of their durability and wearability(Adomaitis, 2023, Visual Merchandising-ch1-4).

Conclude by discussing how (1) the Hip Hop Style influences life or vice versa/ assignment. Suggestions can focus on changes within Hip Hop, juxtaposition of Hip Hop style is reflective of the marginalized people and cultural expression. (2) Why should Hip Hop artists be celebrated? Please be sure to use an outside source to defend this answer with APA in-text citations and references.

The Hip Hop style has had a profound impact on both fashion and culture. Hip Hop fashion reflects the larger changes in society, particularly those relating to marginalized communities and their expressions of cultural identity (Chang, 2005).

Hip Hop style has influenced life in a number of ways, including the creation of a sense of community and shared experiences. Hip-hop fashion is more than just clothing - it is a way of expressing values, experiences, and cultural identity. This is of particular importance to marginalized communities that have historically been excluded from mainstream culture.

Through the creation of their own style, Hip Hop artists and enthusiasts have asserted their place in society and expressed their unique perspectives (Forman, M., & Neal, M.A., 2012).

In addition, Hip Hop style has also had a significant impact on mainstream fashion.

Throughout the decades, Hip Hop fashion has been a driving force in popular fashion, from baggy clothing of the 90s to the high-end luxury brands of today. Consequently, streetwear and urban fashion have become more appreciated, and traditional barriers between high and low culture have been broken down (Morgan, 2008).

Hip-hop artists contribute to music and fashion. In addition to contributing to the creation of a more inclusive and diverse society, they have been at the forefront of cultural change.

Hip-hop artists have reshaped the world by creating their own cultural forms, languages, and codes (Gosa, 2011).

To conclude, Hip Hop style has had a profound impact on both fashion and society. Creating a sense of community and sharing experiences has created a sense of belonging for

marginalized communities, and has had a significant impact on mainstream fashion. It is imperative to recognize hip-hop artists' contributions to cultural expression and their role in fostering an inclusive and diverse society.

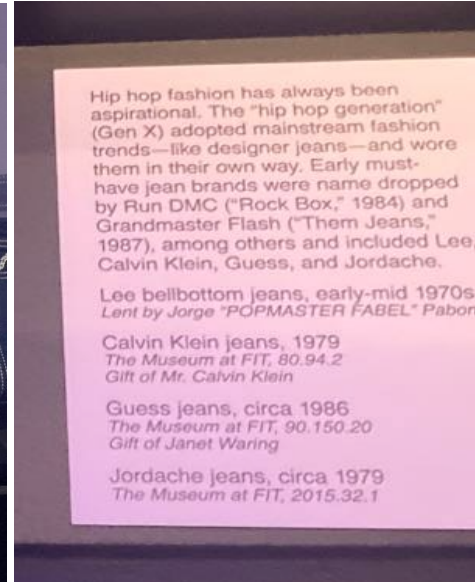
FIGURE I

Designer jeans at FIT Museum



FIGURE II

Designer jeans information at FIT Museum



Pilamunga,L.(2023, March 22) FRESH, FLY, AND FABULOUS: FIFTY YEARS OF HIP HOP STYLE.SPECIAL EXHIBITIONS GALLERY.Designer jeans.The Museum at FIT

FIGURE III

Lizeth Pilamunga in front of the Exhibition of Fresh, Fly, And Fabulous: Fifty Years Of Hip Hop Style



Pilamunga,L.(2023, March 22) FRESH, FLY, AND FABULOUS: FIFTY YEARS OF HIP HOP STYLE.SPECIAL EXHIBITIONS GALLERY.The Museum at FIT

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FIGURE I- II

Pilamunga,L.(2023,March 22) FRESH, FLY, AND FABULOUS: FIFTY YEARS OF HIP HOP STYLE.SPECIAL EXHIBITIONS GALLERY.Designer jeans.The Museum at FIT

FIGURE III

Pilamunga,L.(2023,March 22) FRESH, FLY, AND FABULOUS: FIFTY YEARS OF HIP HOP STYLE.SPECIAL EXHIBITIONS GALLERY.The Museum at FIT

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