

Ritchy Isaac

Julissa Perez

Malik Lee

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Juice

The film Juice is a popular film and can be considered a classic to multiple people. The film showcases an observation of men living in the late 80s into the early 90s. The film shows the daily life of the 4 characters Raheem, Steel, Bishop, and Q (The Wrecking Crew) as they grow up together in Harlem where they skip classes, hang out at local places such as the record store, steal vinyl records, go to each other's homes to talking on the phone with girls or the neighborhood arcade where criminal activity would usually happen. While doing their daily routines the group struggles in their neighborhood with police harassment, rivalry with neighborhood gangs, and living in poverty. The movie contains drama between the 4 friends as they chase respect, which is coded as "juice". Loyalty and friendship are the most important theme throughout the film, especially between Bishop and Q.

The style of dress shown in the film represents streetwear culture in New York City. Throughout the film, characters can be seen sporting loose-fitting garments such as denim jackets, trench coats, windbreakers as well as other jackets with functional pockets layered to show variations of color. The film's costume director Donna Berwick gained inspiration from fashion and style surrounding the hip-hop scene which is another theme of the film. Berwick used brands such as Karl Kani and Walker Wear to display the lifestyle in New York, along with the depiction of rap/pop culture and its influence which can be seen by the crew's high-top fades with various styles and cuts being popular during the 90s. The film did not specify gender roles through the wardrobe for example women in the film were seen wearing loose oversize fitting clothing but showed femineity with jewelry. Female Rapper Queen Latifah appears in the

film sports clothing such as turtleneck long sleeve shirts instead of tight skirts or dresses which helped to express the idea of women not having to fit in a specific category in fashion.

The wardrobe choices for the characters are situated within the economic status in the film. During the 1990s New York city's crime rate was at an all-time high due to gang-related activity as well as police brutality, with drugs such as crack cocaine occurring people wore clothing that was ragged or used, the drugs were introduced in the 1980s but not peaking until the 90s creating an epidemic along with poverty within the community. The flashy lifestyle involving jewelry was not very common, only for musicians and hustlers. In Juice, in the film rapper Tupac's character "Bishop" is seen as being a cantankerous person living in a miserable situation with a parent suffering from PTSD along with a loving grandmother. During the middle of the film, Bishop has decided to purchase a gun with the intentions of protecting himself from the local street gang but ends up convincing the group to rob the neighborhood bodega resulting in the killing of the owner. Since the incident, Bishop began to appear wearing jewelry including chains proving he took advantage of his power with the gun going around robbing other people due to his economic status Bishop was not financially able to purchase these things choosing what he knows to get what he desires. Through the chain of events, Bishop's wardrobe changed with the use of darker color clothing indicating him being the protagonist and pointing out the direction he's going within the group. Juice is a classic movie creating a long-lasting impact using music, fashion and hair but touching on topic including masculinity and mental health along with displaying the results of making terrible decisions.