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Insight On The Fashion Genre

Fashion has always been a major part of society and has had a major impact on society today as well as many years ago. Men and women from all generations has made an impact pertaining to fashion. In the early decades fashion was used to determine how much wealth your family contained. The men wore top hats, pinstripe suits that were held up by suspenders. The women wore lacy dresses, hats and shawls. People were showing off what they wore and still today these trends impact society. Fashion is something that constantly changes and new trends form every time a new designer or fad emerges. Society constantly attempts to keep up with the changes in fashion while trying to become the next big thing to create a new trend. While there's various types of fashion my focus will be on two in particular types which are Streetwear and Tomboy. Streetwear is casual clothing and Tomboy clothing is usually worn by a girl who shows characteristics of a boy.

Historical and Social Impact and General Analysis

Tomboy is a style that has been around for many years and it represents a rebels style at heart. Originally in the 16th century, Tomboy wasn't connected to fashion. It was a name for little boys that were considered rude. Then by the 1950's the meaning of Tomboy changed to a wild female that acts like or dresses like a boy. Tomboys usually don't play with things a normal girl likes to play with. For instance baby dolls is out of the question because Tomboys are

considered more rough than your average girly girl. Also they play games and activities that are more physical and considered unfeminine. By the 19th-20th century Tomboy clothing became popular because it was everywhere. But in the 1840-1860's it became popular towards middle and upper class white women which is when slavery was abolished in the UK and US. During that time white women were restricted from wearing certain things and encouraged to lead an active lifestyle. So they started having a tomboy style and acting like tomboys because it was theory that it would "help prepare them for the physical and psychological demands of marriage and motherhood." Although the tomboy style helped whites with certain things, it still played a part in racism. For example, there was a book named "The Hidden Hand" written in 1859 that expressed white supremacist ideas. The white main character cut her hair and started dressing like a boy to get away from the life of poverty. While her life became easier after she started acting and dressing like a tomboy, she started treating black people like they were beneath her. She threatened to beat her uncle's slaves and she insulted her black friends. This book expressed that tomboy is a lifestyle that benefits white women at the expense of black people. But as years went by the concept of tomboy has changed in many different ways. Tomboy defines a girl as having both girly and tomboy traits, and the infinite shade in between. Tomboy is an overlooked part of how American society understands gender, race, class and sexuality. Also as attitudes towards all these categories change and evolve, the relevance and appropriateness of the Tomboy label is still very uncertain. Many lesbian females claim to have been Tomboys in the past. By the late 19th and early 20th century Tomboys' were everywhere, emerging both women's suffrage and first wave of feminism confined to middle and upper class white women but now considered the norm within all races. There are many different tomboys in today's society. One

known tomboy is Ruby Rose. She's an Australian model, actress and television presenter. She wears things like basketball shorts with black undershirts and a hat or skinny jeans with oversized shirts and Nike or Adidas shoes. Ruby never wears dresses or skirts no matter what the occasion is or what she is doing. She can be an advocate for tomboys because she doesn't wear feminine things and she also likes females.

Streetwear is a form of casual clothing which became global in the 1990's. Now it is referred to as A-list fashion and is worn to make a statement. It grew from the California surf skate culture and New York Hip Hop fashion. It has encompassed elements of sportswear, punk and Japanese street fashion and eventually haute couture became an influence on how this fashion became popular. The different trends that inspired the streetwear style was DIY aesthetic of punk, heavy metal and hip hop. The different brands that influenced streetwear in the 1970's and 1980's was Schott NYC, Dr Martens, Kangol, Fila and Adidas. Also a surfboard designer named Shawn Stussy created something that made the baseline definition of streetwear which is T-shirts and exclusivity. Shawn Stussy started creating T-shirts with the logo he had on his surfboard. The T-shirts started becoming popular and he started doing exclusive sales. He was the first person to do these things which is why he's considered the person that made the baseline of streetwear. After that in the early 1990's, record labels that had popular hip hop acts started selling branded merchandise like letterman jackets and workwear jackets. Some famous acts and labels that first started doing these things were Tommy Boy Records, Def Jam Recording and Delicious Vinyl. Then in the mid-1990's, sports franchises started impacting streetwear. The New York Yankees, Los Angeles Raiders and the Chicago Bulls started having caps, jackets and oversized jerseys for people to wear so it became popular. Different artists started creating their

own brands that contributed to the streetwear style. For example, the rapper 50 Cent launched his G-Unit clothing label and gave their sneaker rights to Reebok.

As years go by, the Streetwear style is being expanded and becoming a style that everyone in society continuously tried to keep up with. In the 2000's, luxury brands started to come on the market. Some luxury brands were Burberry, Gucci and Fendi and these brands were being used in hip hop videos and movies. The brands that are considered very popular now is Gucci, Chanel, Louis Vuitton, Prada, Yves Saint Laurwnt, Balenciaga, Dior and many other brands that people wear. Also during this time Nike Air Force 1 was the most popular shoe brand. Another example of streetwear is Kanye West Yeezy line or Rhianna's Fenty X collection. Celebrities often promote this streetwear and it sets trends all over the world. This form of fashion holds a democratisation that has made it possible for more people to participate in an industry that historically held high barriers for entry.

Rules and Message

In order to be considered a tomboy, there are certain rules and regulations that have to be followed. Tomboys aren't girly girls so they can't play with dolls and like to dress up. They have to have behaviors like a boy. They own little to no dresses or skirts but own a lot of pants. Tomboys do not spend a lot of time on their hair and wear little to no makeup at all. They also enjoy sports like football, basketball, soccer, hockey and any other sports that are considered for boys only. Tomboys are usually lesbians and act as the man in their relationships and dress up like men. They tend to become aggressive when they think some is attracted to their mate. Tomboys take on a protective mode and is often the provider between the two. Tomboys are

usually in baggy clothing, baseball caps and have boy haircuts. Tomboy portrays the message as I am a boy and the world has to accept me for who I am, there are even laws that protect their class as they are now called transgenders. Under this law they are able to change their names and gender legally.

The rules in streetwear is to be freshly dressed from head to toe in the latest gear or fashion. In urban neighborhoods people wear designer clothing, shoes, glasses and other high priced items. These items are their statement of “I am the best dressed amongst my peers and everyone knows that I dress very well”. In some cases others are teased because they cannot afford these high priced items. Often times these high priced items create crime amongst low income neighborhood but the goal is to freshly dressed at all times. The message in streetwear is to be dressed in high priced items at all times. It is considered “Fly” in the neighborhoods. Celebrities play a great role in fashion because they can afford extravagant things and sometimes us a poor or normal class look up to them. These trends cause people to live above their means in order to stay in style. Women have catered to fashion that deal with hair weaves, fake nails, false eyelashes and expensive clothing and accessories. Men tend to cater to nice clothing, expensive cars and jewelry. These statements draw attention and peoples admiration for your style of dress and appearance.

Discourse Community

The discourse communities that are linked to fashion is models and fashion designers. In the fashion world, there is something called fashion week which is an industry event where fashion designers and brands display their latest collections in runway shows to portray to the media. This is considered very important in the fashion industry because this is where fashion

designers get a chance to show the things they designed to the world. This is also a chance for celebrities to dress in different lavish outfits for the entire week of fashion week. So the designers have their own discourse community because they have to come up with designs and create extravagant pieces to make them stand out from one another. So while they have their own community, they're also in competition because each one of them are trying to be the best designer or the most popular designer and fashion week is the main event for them to do that. The models that walk during this week is also a discourse community because they have to maintain a certain image to even be considered a model. In order to be taken into consideration by a modeling agency, you have to be at least 5'9 and skinny. Models who don't meet those 2 main requirements will have to work harder than the people that does meet those requirements.

In conclusion fashion statements are made everyday all over the world and it has impacted society greatly. People look up to celebrities that promote fashion and it then become a hot commodity or must have. The many designers that are lucky enough to be a part of this industry are well known for what they promote or produce. People wear fashion for quality as well as looks that state "I am expensive or fly". A great deal of these things are promoted on television shows such as Housewives of Atlanta, Growing up Hip Hop etc. They project the image of staying well dressed at all times. The ladies are sexy, well kept and often in makeup eyelashes, fine clothes and jewelry. They often show off their high end clothing in their sculptured bodies. These trends often influence regular people to want to dress like them and

buy very expensive items that show that they are above the normal people in the areas in which they live.

Tomboy fashion is a masculine style of dressing that states style of dress makes me a boy. Throughout the centuries the meaning has changed dramatically it went from being a girl who was rougher than others girls to sometimes stating I am a lesbian. Tomboy fashion is promoted by girls that take on masculine roles in life and who wants society to view them as boys. The baggy clothing is often used to hide their shapes so they are not looked at as girls. They often get haircuts or wear braids and no make up to portray that rough look.

No matter what type of fashion comes out people are attracted to style and often trendiness. In the younger generations staying fly as they call it is imperative. The youth are set into the trend of Jordan sneakers, sweatsuits, expensive jeans and tops used to make a statement. These dress styles are often used by boys to attract girls and portray the fact that I have money. But the girls use appearance to attract these moneymakers and often dress to impress once they are outside of the house. We as people fall into these fashion statements and in reality we make the rich richer as we struggle to maintain this lifestyle. Celebrities promote these high priced items and sometimes acquire them for free. I'll use the phrase "Keeping up with the Kardashians" to better describe how this works in the minority neighborhoods. Once one person has something the trend follows throughout the neighborhoods. In today's society, keeping up with the latest trends in fashion is mandatory especially with the younger generation. If you are someone that is walking around with a brand that came out years ago then you will be made fun of, talked about and considered broke or poor. Also if you are someone that doesn't have the

latest designer brands then you are considered broke. The trends that constantly come up are the trends that determine where you'll be in society because it depends on what trends you follow. While on the other hand tomboys don't keep up with those trends because they're in their own lane.

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