

# Don't call it a comeback: A journey through vintage street fashion exhibition

The Brooklyn Art  
Museum

## Juicy Couture Tracksuits

"But when im showing a little belly  
everyones like ooh"- Britney Spears



## Micro Mini Skirts

skirts should be the size of a belt. life's short,  
take risks." - Paris Hilton



## Shoulder Bags

"Hey isn't anybody going to notice my  
purse"- Carrie Bradshaw



## Pointy Below-the- Knee Boots

"These Boots Are Made for Walkin'"  
Song by Nancy Sinatra



# THE THEME

The theme of this exhibition will be to explore the evolution of street fashion from the early 2000s, focusing on the resurgence of vintage streetwear styles and their impact on contemporary fashion. This exhibition will dive into the vibrant, diverse subcultures that have influenced and reshaped the fashion landscape over the decades. It will celebrate the timeless appeal and cultural significance of vintage street fashion, highlighting its enduring influence on modern clothing trends.

- A walk-through time, exploring early 2000s fashion trends.
  - Iconic streetwear and luxury fashion pieces.
  - A look at the influence of hip-hop culture on fashion.
- A deep dive into the role of the internet in shaping style and self-expression.
- A showcase of the most memorable accessories and footwear of the era.



# THE TITTLE



The Brooklyn Art Museum is thrilled to announce its upcoming exhibition, "Don't call it a comeback: A journey through vintage street fashion." This nostalgic journey into the early 2000s vintage street fashion is set to be a remarkable showcase of the era's iconic style and cultural influences.

The 21st century marked a time when fashion was bold, eclectic, and unapologetically individualistic. The Y2K era was defined by its unique blend of high and low fashion, where streetwear took center stage, and hip-hop culture was a major influence. This exhibition will dive into this iconic period, featuring an array of clothing, accessories, and footwear that defined the style of the time.

Visitors to the exhibition will explore the diverse aspects of early 2000s fashion, including the iconic tracksuits, micro miniskirts, shoulder bags, pointy toe boots, and many more. The era's obsession with logos and branding will be on full display, with items from iconic fashion houses and streetwear brands.



# THE MUSEUM

The Brooklyn Art Museum has undergone a remarkable evolution in tandem with the ever-shifting tides of fashion and artistic expression. Established in the late 19th century, the museum's early days saw an array of classic European paintings and sculptures, showcasing the timeless elegance and opulence of period attire. However, as the decades rolled on and fashion continued to evolve, so did the museum's collection and curatorial direction. A pivotal moment in the museum's history came during the mid-20th century, when a wave of avant-garde artists ushered in a new era of artistic experimentation. This era was marked by the collision of fashion with art, as designers such as Yves Saint Laurent and Paco Rabanne broke traditional barriers with their innovative designs. The museum's commitment to capturing the zeitgeist of these boundary-pushing designers became evident, setting the stage for a closer examination of fashion's impact on art.

As the Brooklyn Art Museum moved into the 21st century, it became increasingly evident that the fusion of art and fashion was more than a passing trend; it was a powerful cultural force. The museum began to explore the intersection of fashion, pop culture, and self-expression, acquiring pieces that encapsulated the spirit of the times. The development of its collection evolved to include streetwear, iconic logos, and the Y2K aesthetic, mirroring the metamorphosis of fashion itself. In this contemporary landscape, the Brooklyn Art Museum has emerged as a forward-thinking institution, with a vision of preserving not just the brushstrokes of history but also the stitches, fabrics, and silhouettes that have sculpted the ever-changing world of fashion. Today, as the museum prepares to unveil its fashion exhibition, it stands as a testament to the seamless melding of art and style, celebrating the dynamic nature of fashion as an ever-present, living canvas.



# BUSINESS PARTNERS

- RGR Family Thrift Store

This trendy thrift store in Brooklyn specializes in curated vintage pieces from the 90s and 2000s. Collaborating with them would offer museum-goers the chance to purchase genuine vintage items from a small family own business that also reflects the theme.



## 2. Miu Miu Pop-up shop

Partnering with a designer brand like Miu Miu to create a pop-up shop specializing in early 2000s fashion would provide a unique retail experience within the museum. This pop-up could feature items inspired by the era, allowing visitors to buy designer clothing and accessories from past collections of Miu Miu that embrace the Y2K aesthetic.



Thrift con will provide vintage clothing and collectibles from the '70s through the 2000s. Over 140 premier vendors come together to showcase their unique collections in a buy-sell-trade format. It's like the ultimate flea market experience, resulting in a diverse range of items based on their curation style and interests.





With “Don’t call it a comeback: A journey through vintage street fashion exhibition.” The Brooklyn Art Museum invites visitors to embark on a time-traveling journey through fashion, culture, and style that defined the early 2000s. This exhibition is set to be a dynamic and immersive experience, embracing the spirit of the Y2K era and its significant impact on contemporary fashion.

EXHIBITION DATES: NOVEMBER 3RD- DECEMBER 3RD, 2023  
VENUE: 200 EASTERN PKWY, BROOKLYN, NY 11238

FOR FURTHER INFORMATION, PLEASE CONTACT:

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# CITATIONS

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