

The Current and Future Prospect of Streetwear; A study based on various textile wear

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ABSTRACT: Street fashion is individual's inner personality expressed through clothes and accessories and as a result, it more concentrates to individualism and demonstrates their multiple identities. Street fashion has become much acceptable and followed by almost every fashion lover or nowadays even by mass people. Street fashion

that took place from unconventional areas apart from the mainstream fashion industry. It usually emerges from youth culture and urban regions. Day by day Street style has taken a new form and has become more universal and predominant in society than earlier time.

This study gathered the knowledge about the impact of the street fashion on the fashion industry and also different age group, culture, and society. The objective of this research is to evaluate the term Street Fashion and its historical background and determining the present and future prospect of street fashion to fashion industry & Society. This study conducted by a questionnaire survey on 50 people. To conduct and accomplish the research, I have considered both qualitative method and quantitative method including a questionnaire survey and tried to carry out a logical result related to the impact of street fashion in different aspects.

Finally, the study explains 61.2% people preferred street wear over mainstream fashion where 55.1% people buy tops, Hoodies, T-

shirt in their first choice. Beside it is logically presented the graphical chart to understand the current scenario for of street fashion, how it influenced the individual personality and also the fashion industry.

KEYWORDS: Streetwear, Trends, Apparel, Spring, Summer, Social media

I. INTRODUCTION

Street style is a fashion style that is considered to be merged from grassroot streetwear. This is first originated from the British fashion culture. This is different from mainstream fashion considerations and more concentrate to individualism. Street style helps individuals demonstrate their multiple identities, in addition to utilizing subcultural and intersecting styles or trends. Street style is an incredibly viral, instant, addictive facet of fashion that's changed the ways in which fashion is made and consumed. Fatima, Z. (2018) from *Volta Magazine* describe- "A style which once was simply a subculture movement followed by surfers and skateboarders has now become a multifaceted phenomenon which dominates the fashion industry, draws influence on the youth of the modern world through a web of celebrity endorsements, and has undoubtedly become a progressive norm in society." The evaluation of street style is considered from 20th century though it was always existing. But it started to have impact on fashion just after the end of

Second World War. Icons like Christian Dior and Pierre Balmain contributed to freedom of exploration when it comes to street style. High fashion products purchased by higher income enabled people. During that time, the looks of "street style" icons primarily consisted of a single high-fashion brand. Women donned the "new look", synthesized by Christian Dior, which often included a long circle skirt and a tailored jacket with broad shoulders and a tapered waist. This emphasized the female figure, replacing the "utility look" of the wartime period. This hourglass shape took advantage of the plethora of fabric that had been scarce during the war. In England, the importance of young people's street style emerged after post-war, which may be linked to the generation of baby boomers, who represent the new soci

ocultural category—the “teenager” who has money to spend and be an important motivation. From the beginning till now, Street fashions spread to whole world in different form. It has entered to sports fashion, fashion capital like- Paris, Milan, New York, London, Japan. We can see the huge popularity of Street style in “Instagram” also. Streetwear comprises the production, promotion, sale and resale of casual fashion. Streetwear mainly involves footwear, such as sneakers, but also there is T-shirts and some other items. Street fashion certainly bypasses the traditional retail channels, trade. It is disrupting the way the fashion industry used to be with traditional designs and fashion. The target market of this fashion is very fresh and young. Mostly the age group is under 25.

II. AIMS

The main aim for doing this research is to identify the present and future prospects of street fashion and also to understand the concept of street fashion in fashion industry. This report will also light on the impact of the Street fashion on the fashion industry and also different age group, culture, and society.

III. OBJECTIVES

The general objectives of the proposed study are-

- To evaluate the street fashion history
- To identify, the reason for developing this fashion form
- To measure the impact of street fashion in fashion industry
- To identify the effect of street fashion in the society
- To measure the impact of street fashion on youth
- To measure the impact of street fashion in future

IV. METHODOLOGY

The study will be conducted with both Qualitative and quantitative research Method. Some technique

- Questionnaire survey
- Document study & content analyses

Besides primary data, secondary data will also be collected from Web, Journal, and Books. Data collection will be done through direct from field survey and also using telephone, e-mail and website. A focus group discussion will be arranged consisting of 6-8 people including male & female to discuss about the topic and to record the open discussion to understand the actual impact of street fashion.

V. LITERATURE REVIEW

It can be mentioned here, the research history about the origin of Street fashion and

proper meaning of street fashion according to different literature and specialist. It will also cover the impact of streetwear. I will show the consumer feedback regarding top qualities of street fashion and top streetwear brand according to consumer. This chapter will also focus on the key ways of describing current state of Street fashion. Street Fashion is a broad term for styles and fashions that originated with a subculture or a person who opposed the delivery driven by the fashion industry. Other popular genres are Music, Retro, Rebels, Pop culture, Aesthetics, Identity, DIY. Fashion-related Music Subculture such as Hip Hop or Punk. Retro embraces traditional or subculture styles from time immemorial. A post-apocalypse subculture with a tendency to be politically or apocalyptic. Pop culture is like styles influenced by popular culture like Japanese manga and anime. Aesthetics means, accepting beauty as an extreme cut. Expressing ownership such as culture, intelligence or social status. For example - a small culture that considers itself culturally or psychologically special. The street fashion term is associated with day fashions that reflect the strong style of each individual, regardless of product or culture. The fashion market research firm is looking at this category of street fashion. This chapter also described about Street Fashion and its relation with Subculture, the rules for streetwear, misconception for streetwear and the origin of streetwear. Here some top streetwear brands and their statistics presented. Some key ways to define current state of streetwear also presented for better understanding.

5.1 Street Fashion and its relation with Subculture:

Street Fashion is a broad term for styles and fashions that originated with a subculture or a person who opposed the delivery driven by the fashion industry. Other popular genres are Music, Retro, Rebels, Pop culture, Aesthetics, Identity, DIY. Fashion-related Music Subculture such as Hip Hop or Punk. Retro embraces traditional or subculture styles from time immemorial. A post-apocalypse subculture with a tendency to be politically or apocalyptic. Pop culture is like styles influenced by popular culture like Japanese manga and anime. Aesthetics means, accepting beauty as an extreme cut. Expressing ownership such as culture, intelligence or social status. For example - a small culture that considers itself culturally or psychologically special. The street fashion term is associated with diy fashions that reflect the strong style of each individual, regardless of product or culture. The fashion market research firm is looking at this category of street fashion. Hayes L. (2006) define Street

fashion as, Street Fashion is a type of fashion for individual. It's a reflection of the personality but it's in fashion and it's cool. It may seem like a contradiction to others. It can be just individual's own clothes that they have either demolished or customized. For instance, The Harajuku Girls have a street fashion: Japanese Anime is their fashion and they dress like that to a) display their personality and b) show their love for Japanese animation and Manga. Street Fashion is exactly what individuals say. It is a fashion that has changed on the streets and not on an aircraft show or in fashion designers. It has its roots in the culture of the youth in recent decades. Street fashion, is not like other fashions, does not cover only one style of dress, but covers a wide range of styles. All of these styles are unique and were created by young people who loved this style of dress. Street style isn't just great chunky sneakers, out of box construction, and flexible stuff! It's all about the artists who translate something that exists and then make it their own.

5.2 Rules for Streetwear:

Komisarchik D. (2020) describe in his article, Rashad, owner of MAM (Make A Mill) Couture Boutique, a local street style shop located in the RINO district of Denver, CO, describes street style is actually- it's a movement. It is an association of designers and artists who share their messages and style inspiration. It is a type of style that has grown out of garages using "prep ared methods" to push artistic goals. Not only for the city vibe, street clothes can also be a combination of modernity and luxury. The beauty of street clothes is that there are no rules. It's not like traditional styles where individual need to know the rules before individual break them. Here, it's all a game. in can take the hoodies and attach them to the buttons at the top (even without sleeves) or take the suits and attach them to the sneakers. Randolph R (2020), owner of MAM Couture mentioned, "Every person is a canvas and the clothes they put on is the paint. That's the art. It's beautiful." If you've explored street style and thought to yourself "I don't think I could wear that," you're actually in luck. Street style is not the only way to achieve self-confidence. When individual is comfortable with what they are wearing and letting their confidence shine, they have found a street style. Getting into street clothes is about sharing individual's personality and feeling confident about doing so. It does not meet certain criteria that cause us to question our choice of styles. It is a real advantage of style without rules. When photographing street style, it's easy to think of

wacky designs, neon colors, and contrasts. So, when I asked Rashad about the common misconceptions about street clothes, I expected him to explain that. Instead, he pointed to two major issues that have arisen from his experience as a designer. Street style is not limited to one group of people. It is open to anyone who wants to express their personality and be true to their style. It takes inspiration and transforms it into a workable art.

5.3 Street Style Misconceptions:

Randolph R (2020), owner of MAM Couture described- "Racial representation. I think a lot of people think you have to be black or a minority or from the hood to be a part of or represent streetwear. And that's just bullshit." Anyone can wear anything. Streetwear is about where you feel comfortable and what you want to talk about. It's not just something that identifies a group of people. He also pointed out that the strange view of street style is that not all products follow the fashion calendar. We often see spring / summer and autumn / winter collections produced by brands, but this is not always the case with street clothes. Some designers choose to discard what they want when they want it. Street style also seems to be at the forefront of fashion. We see something new and coming out of the box happening inside that realm. It is difficult to predict exactly where it will go. You see a lot of collaboration and ongoing effort to improve existing products to make them even better. Inside the street style, the best way to admit someone is copying your idea or adding to it (without being full of fraud). We will continue to see designers working together, as we do with Nike x Off White or Converse x CDG, and continue to see existing products change. What I love most about this is that street style also promotes such a collaborative environment for artists and fashion designers.

VI. RISE OF STREET STYLE

Street style is considered a phenomenon of the 20th century even though it has always existed and has always been part of human culture. However, it didn't have any impact on fashion until the end of the Second World War. Icons like Christian Dior and Pierre Balmain contributed to freedom of exploration when it comes to street style. A higher income enabled people to purchase high fashion products. During that time, the look of "street style" icons primarily consisted of a single high-fashion brand. Women donned the "new look", synthesized by Christian Dior, which often included a long circle skirt and a

tailored jacket with broad shoulders and a tapered waist. This emphasized the female figure, replacing the “utility look” of the wartime period. This hourglass shape took advantage of the plethora of fabric that had been scarce during the war. In England, this kind of phenomena has been studied for a long time and has revealed the importance of young people’s street styles in the post-war period, which may be linked to the generation of baby boomers, who came to represent a new sociocultural category—the “teenager”—who has money to spend and an important motivation. The history of identity and the history of clothing have always been parallel.

In this connection, street style works as a facilitator of group identity and subcultural cohesion. The 20th century was characterized by a strong connection between street style and the fashion industry. The original roots of the street style phenomenon can be linked to authenticity and the desire to express some meaningful intention. The street style development in the mid-20th century was rather different than the more recent stages of the street style development. They primarily differ in the way of purchasing and general perception of fashion.

Street style has evolved from a common social practice adopted by particular sociocultural groups to an important segment of mass fashion industry. This process was very long; it was accompanied by extensive social, cultural and economic changes. The chaos that occurred after World War II had an impact on the overall growth of mass culture. It was a period when people wanted to make a change from the already-known ordinary style. As a result, various groups occurred, each with its own different style: hippies, punks, goths or bikers. The need for a change was as strong as the need for making a statement. These groups still exist and even have a reputation in the world: individual can say they are respected for being different and not afraid to show style. To be able to experiment with their style, they had to be a person with a free spirit nature, as they called it in the ‘70s and ‘80s. No wonder everyone nowadays brings back the ‘80s look; it was a period of colors, new trends and, simply, of bringing fashion to life.

VII. FINDINGS AND ANALYSIS

As I have initially mentioned the objective the research is to evaluate the term Street Fashion and its historical background and also to determine the present & future perspective of fashion industry. To carry out the result we have evaluated the street fashion history and also identified the reason for developing this fashion form.

And now to measure the influence of Street fashion, in fas-

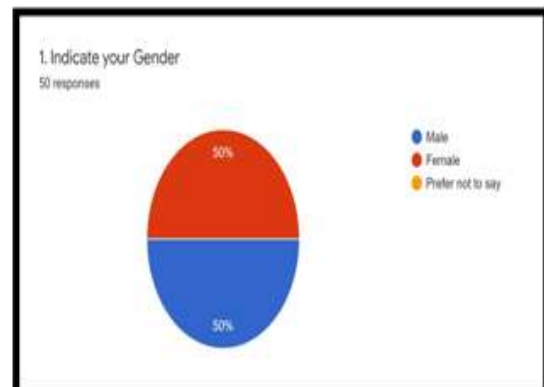
hion industry, in society, mainstream fashion and in youth, I have conducted a quantitative research. To carry out a successful research, I have made a questionnaire survey by which I have been able to collect primary data from different groups of people, and after analyzing these data, I have been able to find out below result.

7.1 Survey with Questionnaire:

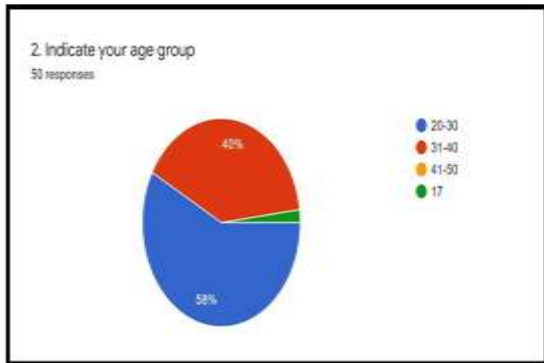
This survey conducted through Google Form, with 50 people including male and female both, from different age groups. The questionnaire was made with closed end

15 questions regarding Street fashion. All the participants had their answers based on their own knowledge and experiences. All the collected data later on analyzed and findings are shared below:

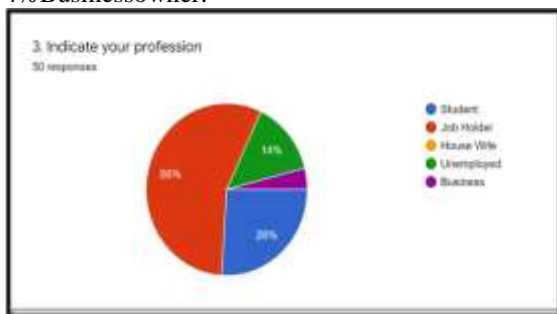
From Question-1, we came to know, there were 50% female and 50% male under this survey. This is important to participate both sexes of people to get a balanced report. And since the sample size is equally distributed in both male and female, so the result of this survey can be considered more accurate and neutral.



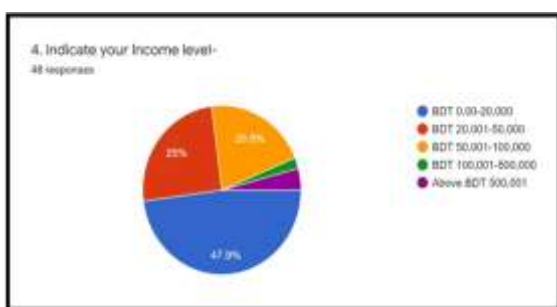
In this research different age groups have been targeted to acquire the substantial data as it reflects the different age group opinion. To get a clear view about street fashion, opinion from different age group was required. From the question-2 we can see, 58% people was from 20-30 age, 40% people from 31-40 age, and 2% people were from below 20.



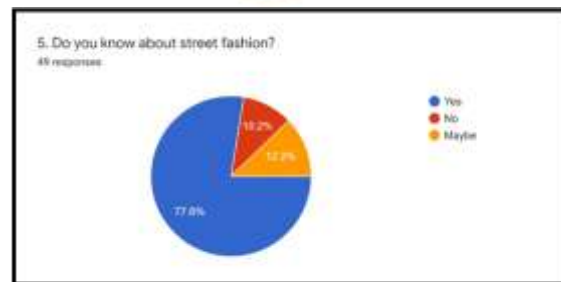
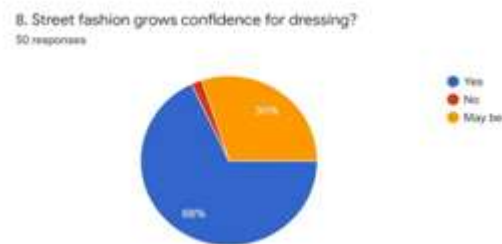
From question-3, It is visible that, in my survey, 56% people are job holder, that means they earn and they have strong purchase power. Then 26% are student who do not have income but they are fashion lover. 14% unemployed and 4% Businessowner.



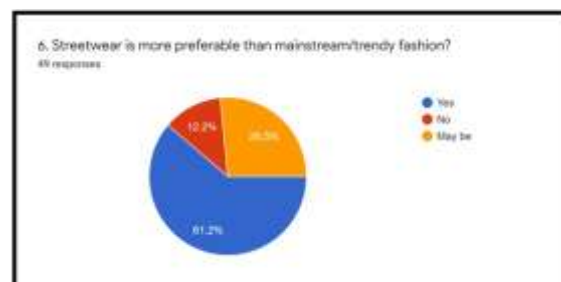
From question-4, It is visible that, in my survey, 47.9% people's income level are BDT 0.00-20,000, 25% are BDT 20,001-50,000, 20.8% are 50,001-100,000. And 11.3% are from more than 1 lac taka. That means the participants major portion having purchase power



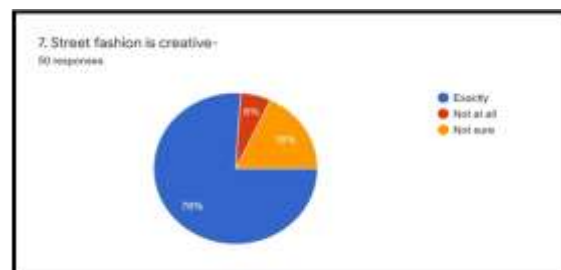
In question-5, it is clearly visible, from the 50 participants, 77.6% people were aware about street fashion. 12.2% not sure and 10.2% are not aware. It is required to select a population who are aware about the survey topic. It increases the chances of accuracy.



In question-6, It was asked, streetwear is more preferable than mainstream fashion where 61.2% people agreed on it. That indicates, street fashion popularity is higher than mainstream fashion.

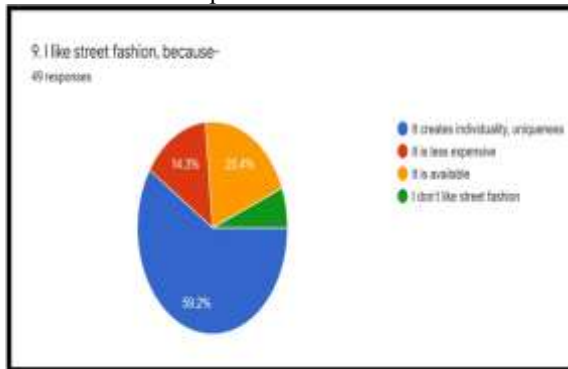


In Question-7, It is visible that 76% people out of 100% think street fashion is a creative fashion. Which also a reason for its popularity gain. 18% people not sure, and only 6% people think it's not like that.



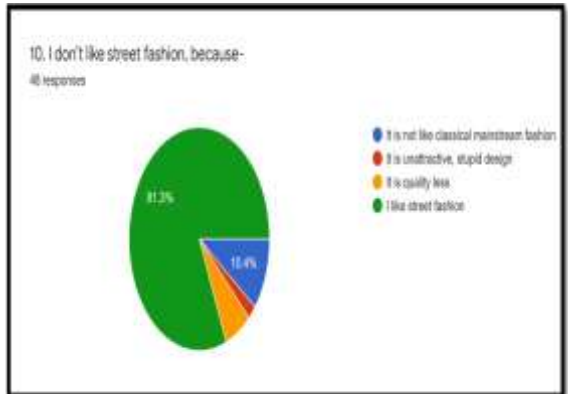
In Question-8, 68% people out of 100%, considered street fashion helps to grow confidence in dressing. Generally, we know, mainstream fashion is a formal classical fashion which doesn't

uitseveryone. Wherestreetfashionallowsindividualto design their own style with confidence
 In Question-9, 59.2% people voted for their affection on street fashion due to itcreates individuality and uniqueness. People no more interested to follow trend,they love to create own signature style and streetwear allows them to do that.Besides, 20.4% people think, they like street fashion because its available. And14.3%people like itbecauseit'sless expensive.

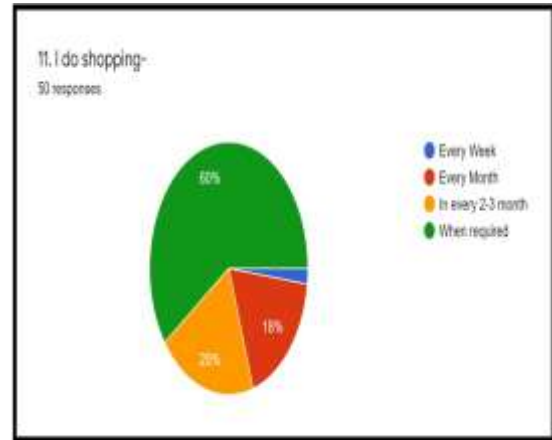


Question-

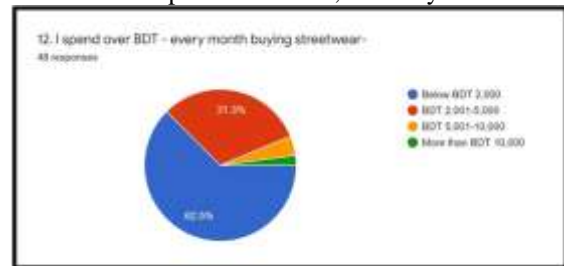
10,Itwasasked,whypeopledislikestreetwear,buthere w efound,81.3%people voted declaring they like streetwear. And 10.4% dislike due to its not likemainstreamfashion and8.3%dislike dueto quality&stupid design issue.



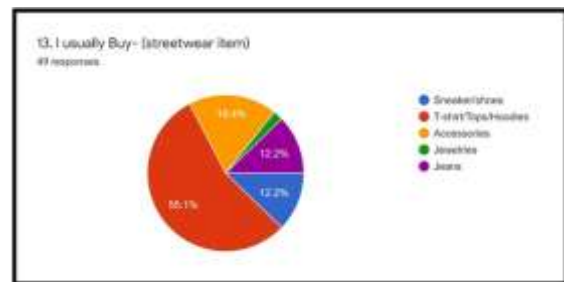
In Question-11, it is clear that whoever participated in this survey, from them 60%people do shopping when required. 18% people said-every month, 20% said inevery 2-3 month. So, it'll help to get accuracy in result because majority areshoppinghabituated people



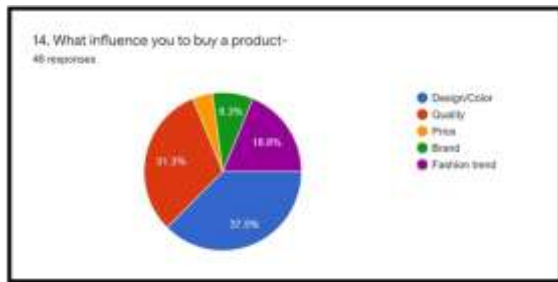
In Question-12, it is showing how many people love to spend for street fashion. Itseems 62.5% people spend below BDT2000 taka or \$25 per month on shoppingstreetwear.Where31.3% are spendingBDT2,000-5000and6.2%spendmorethan5,000every month.



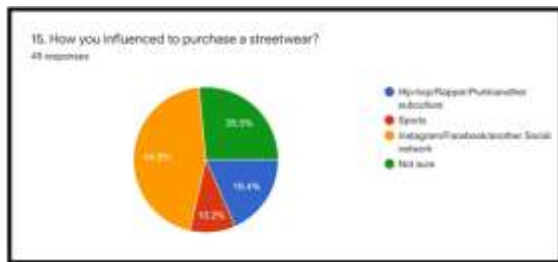
InQuestion-13,Itisvisible55.1%peoplepurchaseT-shirt/Hoodies/Topsinstreetwear item. Then 18.4% purchases Accessories, and 12.2% equally purchasesSneaker/shoesand Jeans.



InQuestion-14,Itisvisible,37.5%peoplethinkDesignandcolorismo stinfluentiaforpurchasingproduct.31.3%peopleprefe rqualityoverdesign.18.8%peopleloveto follow fashion trend.And 8.3%peoplelook forbrand.



In Question-15, It is visible, 44.9% people think Social Media like-Instagram, Facebook etc. are most influential for purchasing streetwear product. Then 26.5% people not sure why they buy streetwear. 18.4% people influenced by subculture group like-Hip-hop, Punk, Biker etc. 10.2% are influenced by Sports.



VIII. DISCUSSION

After analyzing both the qualitative research data and quantitative research data, some facts are clear. After analyzing different articles, research of others is identified. Though Street fashion opened up a new designing sector of art & creativity but sometimes it is raising negative fashion also. Street fashion created from different subculture and also it is gradually invented a lot of subgroups and subculture that was always artistic, innovative. With this theme street fashion allowed this culture to become fashion and now a day's street fashion gained popularity over mainstream fashion. Fact is, street fashion allows an individual to become more self-expressive. It helped a lot to grow confidence in individual's dressing. Street fashion given birth to new form of fashion which is more creative. But on the other side, it's also true, street fashion created some controversial fashion which affecting the youth and impacting society. Some people doing unethical business by manufacturing cheap quality product. Somewhere, street fashion taken us far away from the mainstream fashion theme and this message going to end as people now attracted in new fashion theme like vintage.

On the other hand, we have seen a graphical data evaluation through

questionnaire survey with 50 people where it is clearly visible, street fashion popularity is higher than mainstream classical fashion concept. People love street fashion due to its uniqueness and individuality. It helps an individual to be more confident regarding dressing himself. Street fashion allows to be creative and innovative. People spend money monthly average 2000 taka for purchasing streetwear. All this opinion also given by the people who love to shopping monthly or weekly basis. From this group of people, both 50-50% male and female from different age group exist and 77.6% of them have good knowledge about street fashion and fashion trend. And from the participants' majority having purchase power and good income level.

From our survey, it is also visible, Majority of the participants are influenced by Social media and according to their feedback the most purchased item from streetwear are-Tops, Hoodies, T-shirt and accessories. And Denim pant and Sneaker are equally preferable.

Now considering all the result of our research, we can conclude as definitely increased popularity of street fashion created a negative demand of mainstream fashion. People used to on streetwear and more attracted to this because of its uniqueness. As a result, mainstream classical trendy fashion becoming more monotonous to people and day by day. And side by side, this is already getting a clear picture by survey that most of the people prefer street fashion because they found it more unique and it grows confidence on them in case of dressing. This confidence grows because unlike mainstream fashion, street fashion does not follow any rules. An individual can set himself with an outfit that best suits him without thinking the trend or rules.

IX. CONCLUSION

In this full report, Street fashion and its various aspects discussed in chapter wise. In chapter one, street fashion definition and research aim, objectives, methodology are described. In summary-Street style is a fashion style that is considered to be emerged from grass root streetwear. This is first originating from the British fashion culture. This is different from mainstream fashion considerations and more concentrated to individualism. In second chapter, Literature review related to street fashion are given elaborately. This chapter talks about previous research and findings about Street Fashion. It can be mentioned here, the research history about the origin of Street fashion and proper meaning of street fashion according to different literature and specialist. It has also covered the impact of streetwear. Here also showed, the consumer

feedback regarding top qualities of street fashion and top streetwear brand according to consumer. This chapter will also focus on the key ways of describing current state of Street fashion.

Street style is a fashion that offers patents from sectors that are not in line with the most common fashion industry, which often emerges in young people's cultures and urban areas. Street style has taken on a whole new dimension as time goes by thus increasing everywhere and becoming more prominent in society than ever before. However, most people do not know how street style gained recognition and popularity. In chapter five, the Future of Street Style are discussed. Where we found, emerging from the niche groups of the original "Cool Kids on the Block" - Snakerheads and Skateboarders have embarked on one of the most influential cultures over the past decade. As the industry is constantly changing, styles tend to fade or disappear until they are revived and redesigned in new ways due to the art and circulation of the industry. But the question remains, whether street clothes have a long-term impact on the fashion industry or whether, like many of their counterparts' culture, they will eventually disappear from the abyss. Actual scenario of street fashion and its impact to the fashion, society and youth. After analyzing both the qualitative research data and quantitative research data, some facts are clear. Street fashion created from different sub culture and also it is gradually invented lot of subgroup and sub-culture that was always artistic, innovative. With this the street fashion allowed this culture to become fashion and now a day's street fashion gained popularity over mainstream fashion. Fact is, street fashion allows an individual to become more self-expressive. It helped a lot to grow confidence in individual's dressing. Street fashion given birth to new form of fashion which is more creative. But on the other side, it's also true, street fashion created some controversial fashion which affecting the youth and impacting society. Some people doing unethical business by manufacturing cheap quality product. Somewhere, street fashion taken us far away from the mainstream fashion theme and this is something that ends as people now attracted in new fashion theme like vintage

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