

Research on New Hip Hop Fashion of Glam Style

– Focusing on Black Musician and Korean Hip Hop Musicians–

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Introduction

Since the start of the 20th century broadcasting and entertainments has been reflecting the realities of a society through media and influenced popular culture in general. In the fashion industry, their roles are influential. Various music channels such as Music Video, Star TV of Hong Kong, and MTV affected the life styles of young people with the help from cable, satellite TV and the popularization of the Internet.

Young people enjoy the popular music, adore music stars, create a new trend by copying the stars, and interpret previous trend with their own tastes. Because the fashion defines the identity of a group and works as symbolic medium between members of the group the fashion of stars helps reinterpreting the meanings and values. Also, the fashion of stars is an important factor that emphasizing the variety and originality in the modern cultural businesses the only seek the profit maximization.

Having empathy on the importance about the influences of stars and their fashion in the era of the capitalism I decided to do this research.

Purpose of Research

The previous researches on the fashion of entertainers are mostly done on the fashion marketing focusing mainly on the business aspect of the fashion or fashion behaviors influenced by stars. These researches discussed promotions and effectiveness in the area of star marketing production, copying, advertising, and expenditure on clothes. The thesis is refreshing in the way it deals with analysis of strategical changes in the fashion of entertainers as a cultural industry developed.

Research Method

I specially focused on comparing and analyzing the changes in style of Hip Hop fashion from the period of inferior culture to the period in which their fashion is highly respected.

Also, I'd like to study the influence of the fashion to Korean Hip Hop artists.

Accordingly, in this research, firstly, we convey origin and the cultural aspect of Hip Hop, secondly, the chronological changes and development in Hip Hop fashion. I also analyze the image data of 6 stylish black Hip Hop stars and popular Korean musicians in the popular and prestigious music awards.

Research Contents

1. Studies of Documents about Hip Hop Fashion and Musician – Theoretical Background (Definition, Characteristic, Function, Background, Type, Demand)

2-1. Origin of Hip Hop fashion and changes – Cultural characteristic of Hip Hop, Hip Hop as popular culture, Hip Hop as culture of Afro-american

2-2. Origin of Hip Hop Musicians and changes – Mass Media, Popular music and the trend of star fashion

3. Hip Hop Fashion and Style Trend of Musician – Hip Hop(Domestic, International – Past, Present)

Conclusion

Originated in 70's in US, the Hip Hop which was a genre merely for black people in the early stage, were developed to various social and cultural phenomena with the popularity worldwide. Hip Hop is a total cultural code that includes fine arts, dance and fashion as well. It's multi-cultural and super-cultural phenomenon that mixes various cultural uniqueness.

The origin of Hip Hop style is created from children of poor Harlem laborers when they wore their father's clothes. As they wanted to keep more guns, bullets, and the drugs they started to prefer them to take the advantage of big pockets. Another theory for the origin of the Hip Hop is that the culture is from jails. In most of jails in US the clothes for prisoners are big and had no belt on it dragging on the ground. Also, it developed from lastaparian in Jamaica to old, new school, MC hammer, dance and sports. (board, basketball)

1. The Hip Hop musicians such as Jay-Z, Puff Daddy etc. developed their styles from underdog images of Hip Hop to glamorous and luxurious styles along with modelings in various magazines appealing sexually. The popular R&B and Hip Hop divas such as Beyonce, Shakira, and Jennifer Lopez etc. their influence to Korean musicians and young people is very large.

2. In Korea, from seo tae ji and jinusean to Seven and Hyori Lee are showing new and changed styles that are different from the past to their fans. The Hip Hop style now is

showing with unimaginably luxurious styles as opposed to its original image. With their pursuance of ostentatious and luxurious styles Hip Hop was reborn as new Glam style.

3. Old Hip Hop styles such as ripped jeans, safety pins, graffiti, and loose and exaggerated silhouette give inspirations to many worldly known designers and their collection.

The sexy suit and coordination of monotonous colored jumper from Dolce&Gabana, match between hood training jumper with one-piece dress with frill of 70s, coordination of the top of basketball uniform of Galiano and chiffon dress, and jewelries looked so big that they looked cheap, still bear the spirit of Hip Hop to become luxurious.

Hip Hop that used to be a branch of a low culture was able to grow to the culture of luxuries via the development the media and improvement of lives and the level of consciousness of the middleclass. Music stars with luxurious Hip Hop fashion influenced coming of a new musical genre and Korean musicians largely. I hope this research can help developing the unique low-culture and creating new research in another field of fashion design.

References

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