A Study on Their Impact on Popular Music and Popularized of Street Style I

-Focus on Hip-hop Music & Musician Fashion-

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Abstract

This study analyzes of hip-hop musician’s fashion style around the United States which is the place of origin of hip-hop music. This case is showing the process of the street style as a sub-culture has been absorbed into mainstream fashion street style fashion and enlarged. The aim of this study is to support Korean casual brand’s export competitiveness in export by reorganizing the variety of design style theoretically. The range of the study is a hip-hop musicians fashion style of United States from the 1970s to the present, and books on hip-hop and fashion, professional internet sites, music videos and music album jacket images was used as the reference material.

The beginning of a hip-hop was from the start of the 1970s Harlem youth of the United States consisting of jargon and slang of rap, and their baggy pants, oversized shirts. In other words, characteristic of hip-hop was a free and frank plea of the Negro culture and it was settled as a genre since it had been appealed to youths who were dreaming of rebellious and deviant.

Representative American hip hop musicians of the 1980s are Run DMC as a old school hip-hop musician and MC Hammer as a New School hip-hop musician. Old school musicians were having a special affection for wearing sports wear of Adidas and gold accessories. New School musicians were the big Jamaican-style primaries, shirts and pants, baggy wear, a lot of gold chains or accessories were used. MC Hammer was wearing barrel pants hem goes through narrow toward the beak.

In the 1990s, American hip hop music can be divided into the East Coast and West Coast. Puff Daddy from East Coast was wearing oversized sports jumper in variety of colors, sneakers, hood and encrusted big cubic pendant to emphasizes the activity, but in recent years he is showing achromatic series of luxurious suits, sunglasses, and colorful jewelry to flaunt his style. West Coast Snoop Dogg showed Conrow and gangsta image which is typical black man’s hair style. Baggy pants and oversized T-shirts, tattoos and piercing can be summarized.

The 2000s style was getting simplified with a little tight costumes and skeleton decorations, hoodies, vintage style short sleeve shirt and tight denim. Will. I. Am from Black Eyed Pease is a typical case. Nelly was wearing a layered T-shirt, oversized pants, hoodies, walker and extravagant jewelry in the past but he has been changed to a chic hip-hop style.

As a shown above, hip-hop fashion as a mainstream of young people has been developed with hip-hop music which was started from culture of the black youth. Hip-hop music just for some teens and musician has been settled as a popular music, and fashion style has been various in the 1980’s. It is considered as a huge impact on casual fashion style of 1990’s.

국문초록

본 연구는 힙합 발생지인 미국을 중심으로 힙합 뮤지션의 스타일을 분석한다. 이는 현대 패션에서 하위 문화였던 스트리트 스타일이 주류 패션으로 흡수되어 발전 확대된 과정을 보여주는 사례가 된다. 그리하여 다양한 캐주얼 디자인 스타일을 이론적으로 재정리하여 한국 캐주얼 브랜드들의 대외 수출 경쟁력 강화에 일조하고자 함이 본 연구의 목적이다. 연구범위는 힙합이 시작되었던 1970년대부터 현재까지 미국 힙합 뮤지션들의 패션스타일이며 힙합과 패션에 관한 단행본, 전문 인터넷 사이트, 음악 비디오, 음악 썸네일 이미지 등을 참고 자료로 활용하였다.

힙합 스타일의 시작은 1970년대 미국 할렘가 청소년들의 은어와 속어로 구성된 랩(rap)과 그들의 활약한 마치, 오버 사이즈의 서스터드였다. 즉, 흑인들의 자유롭고 솔직한 형편 문화였고 이러한 특성이 반영과 일탈을 꾸준히 청소년들에게 크게 어필되어 21세기 대중음악에서 중요한 장로로 정착되었다.