



~~influence mode~~ INFLUENCE MODE

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2

CONVENTION

TECHNO - 3-4

Hip Hop - 5-6

k-pop - 7-8

Punk = 9-10

JAZZ - 11-12

In this magazine, learn about the distinctive styles of five different music genres and how their music help create fashion styles that we may associate with their music. This magazine was designed by five creators who each played had chosen these genres to work. Each person did research on the genres from their fashion, music to their visual styles. The magazine was designed to be based on styles that would represent each genre. Not only did the designers work on their chosen, they worked on designing the magazine through page layouts and image editing. Clothing was gathered in which the designers felt would represent their chosen genres well. Some of the designers model while others gladly volunteered to model. The goal of this magazine is for viewers to learn about these genres and to even find if these are the styles that may represent from listening to these music genres.



4

TECHNO

Early History

In the early days one of the main things associated with Techno music would have been drugs, this contributed to the fashion of the music immensely. DJs such as Paul Oakenfold, Danny Rampling and Nicky Holloway were particularly responsible for making the early techno scene more popular in Europe. While in Ibiza the 3 took some ecstasy and the whole genre started to make sense to them so they vowed to bring it back to England.

At the time the style in bars and nightclub was to stand out so people wore designer clothes and tried to look cool but as soon as techno came people realised if they wanted to enjoy themselves and dance this clothes were no good. People stopped caring about looking cool and decided to cater their clothes to the music, they wore oversized t-shirts as they knew they'd be sweating the whole night, they wore bright colours as these appealed more to people high on ecstasy.

Oakenfold says literally overnight, rave fashion took over the high street, and people were interesting in dressing down.

California became an import hub for Techno fashion as hip hop influenced kids got into Techno music they brought some of their fashion with them including Adidas shell toes and baggy sweatpants.

Another important part of the influence of Techno fashion was an art student named Rick Klotz who set up a company, Freshjive, which parodied popular logos on T-shirts.

"Freshjive, outside of Stussy, was the most important early-'90s brand that was touching rave wear and streetwear," says Raymond Roker, founder



Design

Techno Jackets stand out of crowds really easy the unique designs they have. These designs are to invoke feelings from festival goers.



Black Runners

No matter where you go for a rave whether it be a night club or a random field your shoes will get destroyed and covered in muck so better go with black.



Colour

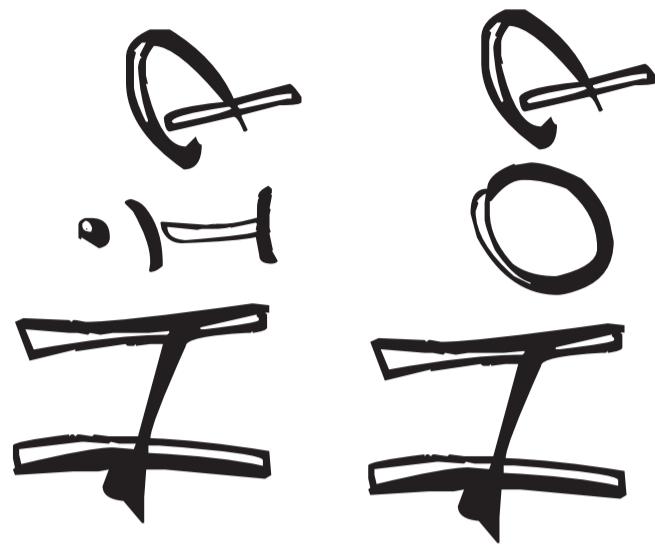
The main fashion style of Techno is the bright and stand out colours. Use of neon colours are so expressive in Techno and there is such a huge range of variety.



Cheap

A lot of ravers will wear inexpensive clothes as they know that the clothes will get sweaty, dirty and more than likely ruined throughout the night.

6



WAIST BAG
IS TRENDING



“Hip-Hop

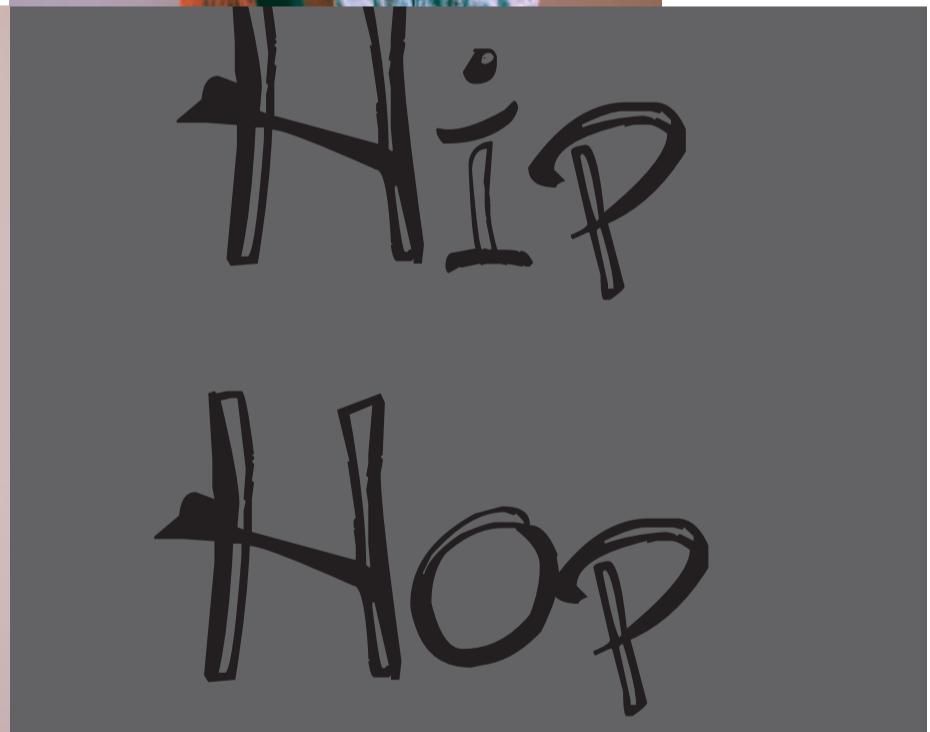
is a collage.
It samples from all
different styles of

music”

Clothing Associated with Hip-Hop fashion are skinny jeans, denim jacket hooded sweater, athletic warm-up pants or sneakers, and caps.



“Hip-Hop is storytelling. Rap is rhythm”



Plenty of reasons for the rise in sneakers, athleisure, and casual wear. A multitude of celebrities wear sneakers due to their endorsements/contracts which they have formalized with the name brands (Nike, Jordan, Adidas, Puma, New Balance, etc.) Celebrities are, arguably, the best influencers and what they wear can often set trends in the fashion industry.

K-pop

8

About

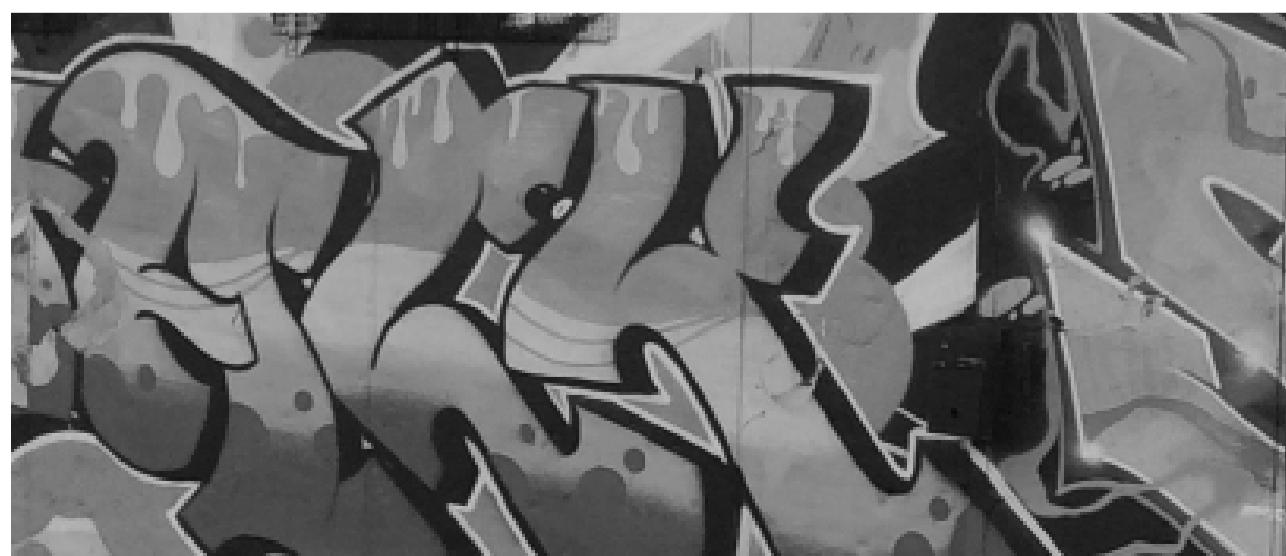
K-pop inevitably stands for Korean pop music, however this doesn't mean that the entire genre sounds the same.

Kpop artist's come back with music and a "concept", that can range from bubble gum pop to rap and hiphop.



Title

That being said, different concepts come with different clothing and styles, that is Korea is so influential in the fashion world as they constantly set new trends through their music. Multiple artists experimental with their style there is a lot of competition in the industry, this style spread fast as they have international fans and anything they wear is almost sold out immediately once published about on Artists such as BTS and Blackpink wear designer brands even these sell out immediately.





Designer

Because of Kpop artists extreme popularity and the fact they are constantly in the public eye whether it be performing or promoting, Numerous designers send them free apparel at the -



chance of getting a fraction of the publicity that will help their business.



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10



It spawned a punk subculture expressing youthful rebellion characterized by distinctive styles of clothing (like offensive t-shirts, leather jackets, studded or spiked bands and jewelry) and a variety of anti-authoritarian ideologies that have since been associated with the form. The distinct social dress of subcultures and art movements, including glam rock, skinheads, rude boys, greasers and mods have influenced punk fashion.

Young people defined themselves as an anti-fashion urban youth street culture. Punks cut up old clothes from charity and thrift shops, destroyed the fabric and refashioned outfits in a manner then thought a crude construction technique, making garments designed to attract attention. It deconstructed garments into new forms. Whilst torn fabrics, frayed edges and defaced prints are now considered normal in the 21st century, in the 1970s it shocked many people, because it had never been seen before. Until then fabric had been treated as a material to keep as pristine, new looking and beautiful as possible.

In the 1980s, punk fashion became more politicised and 'street punk' created the image of punk we now all remember: mohawks, studded chokers, tattoos, Dr. Martens boots and tartan. Women donned leather skirts and ripped fishnets and many scrawled slogans and band logos on t-shirts with marker pens.

The classic punk rock look among male American musicians harkens back to the T-shirt, motorcycle jacket, and jeans ensemble favored by American greasers of the 1950s associated with the rockabilly scene and by British rockers of the 1960s. Young women in punk demolished the typical female types in rock of either "coy sex kittens or wronged blues belters" in their fashion. Early female punk musicians displayed styles ranging from Siouxsie Sioux's bondage gear to Patti "Smith's straight-from-the-gutter androgyny". Over time, tattoos, piercings, and metal-studded and spiked accessories became increasingly common elements of punk fashion among both musicians and fans, a "style of adornment calculated to disturb and outrage".

Punk music is a rock genre that developed in the mid 1970s in the US and UK. Rooted in 1960s garage rock and other forms of what is known as "proto rock" music, punk rock bands rejected perceived excesses of mainstream 1970s rock. Punk bands produced short or fast-paced songs, with high energy melodies and singing styles, stripped down instrumentation, and often political, anti-establishment lyrics.

Punk rock was originally used to describe the garage musicians of the '60s. Between 1974 and 1976 the movement now bearing the name "punk rock" emerged. It produced a new generation of bands such as the Ramones, Johnny Thunders and the Heartbreakers and the Voidoids in New York City, the Sex Pistols, the Clash, the Damned and Buzzcocks in the UK. By the late 1970s these acts were generally recognized as forming its vanguard. As 1977 approached, punk rock became a major and highly controversial cultural phenomenon in the UK.



PUNK



The characteristic stage performance style of male punk musicians does not deviate significantly from the macho postures classically associated with rock music. Female punk musicians broke more clearly from earlier styles. Scholar John Strohm suggests that they did so by creating personas of a type conventionally seen as masculine: "They adopted a tough, unladylike pose that borrowed more from the macho swagger of sixties garage bands than from the calculated bad-girl image of bands like the Runaways."

The main aesthetic of punk visual art seems to be either shock, create a sense of empathy or revulsion, make a grand point with an acidic or sarcastic wit. One characteristic associated with punk art is the usage of letters cut out from newspapers and magazines, a device previously associated with kidnap and ransom notes. A prominent example of that style is the cover of the Sex Pistols 'Never Mind the Bollocks' album designed by Jamie Reid. Images and figures are also sometimes cut and pasted from magazines and newspapers to create a collage.

12

JAZZ

Fashion and music go hand in hand because it gives you the visual and auditory experience of an era which you can relive over and over again. The Jazz Age happens to be one of the most influential fashion eras of our time, with its remnants still resonating our runways and sidewalks.

WHERE IT ALL BEGAN:

The end of World War 1 saw the beginning of fashion culture as we know it today, especially for women; in the Jazz Age the movement of the Flappers was born. They were usually young women who wanted to break free from tradition by being independent and contributing the economy.

At the start of the 1920s, women dropped the restrictive corsets and wore unfitted, hip level waistline dresses. Everything was about simplicity and of course, movement. Fabrics became lighter with the use of Chiffons, light silks, soft velvets, lightweight wools and soft cottons. There was a lot of focus on the detail like the embroidery and beading. As the Jazz Age, also known as the flapper era, became established, women loved to express themselves on the dance floor, which meant clothes looser and hemlines were controversially short.

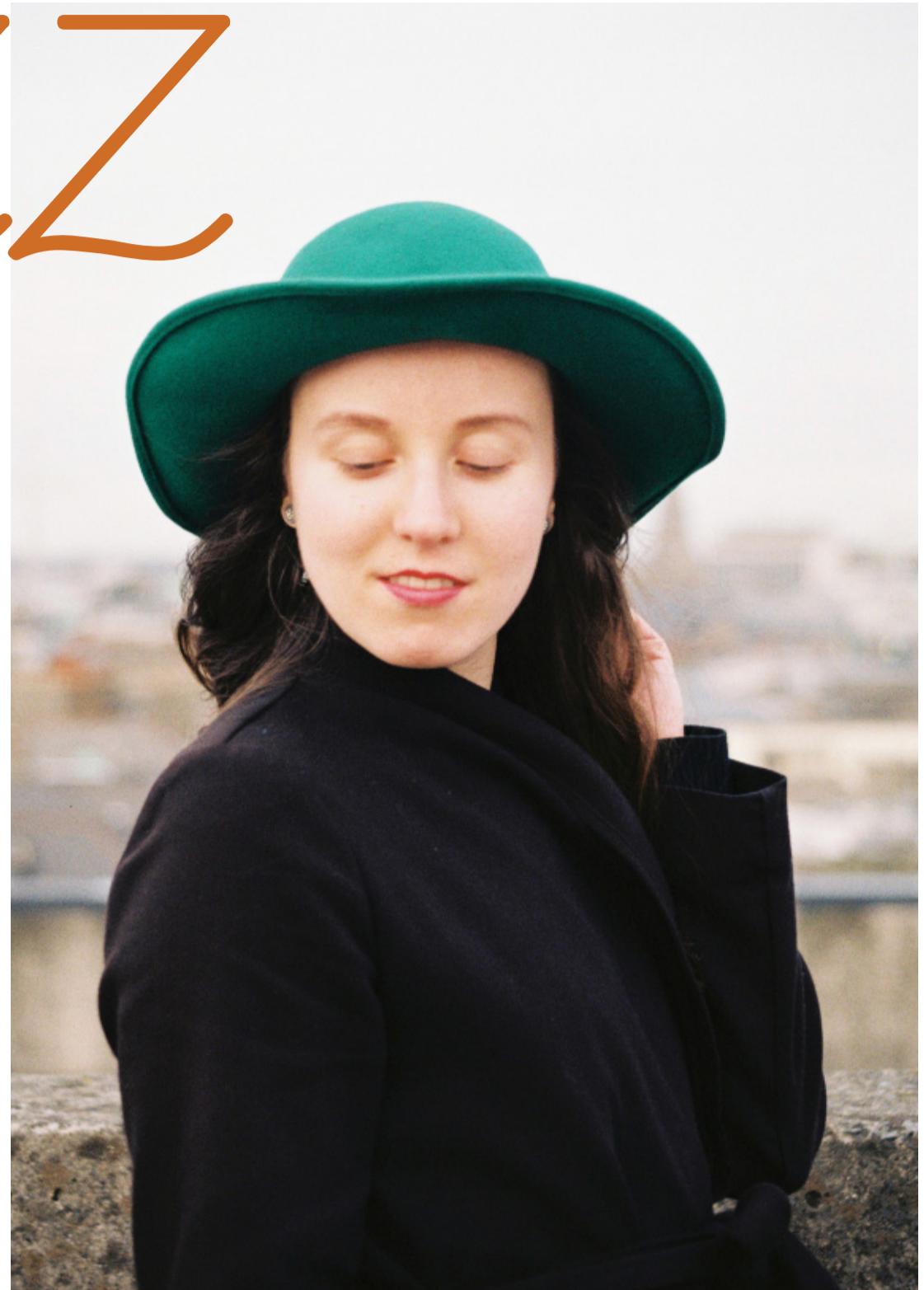
One of the most famous flappers is Josephine Baker known as the Charleston Queen, a popular dance of that time.

The 1920's were women who chose what they wanted to do, as opposed to being married at a young age. Many women found the era of the flappers as time to celebrate a woman's independence. It was a feeling of liberation, moving from being the socially silenced woman to the more active and outspoken type.

Though she is not a jazz artist, the biggest style icon of that era was Coco Chanel. She revolutionised fashion by introducing pants for women, the LBD, loose jersey fabrics and her iconic strings of pearls.

As the roaring 20's were gaining traction, jazz became the music which many of the then new age liberals began to relate with. Shifting from the Victorian violins and harps, jazz was what we call the pop music of the time.

Young women and men would gather at exclusive 'underground' clubs, like the Cotton Club, to enjoy live music and dance to the tune of their new found freedom.



Again, after World War 2, the fashion world made a statement with new cuts for both men and women, which have stood the test of time, as seen within the current Hipster trends.

In South Africa, the same was happening post World War Two where fashion was shifting according to global trends and those moving to the city from the rural areas were eager to embrace the culture around jazz, including the fashion.

Because of this collective thinking, many young adults started moving to a place which embodied the spirit of jazz – Sophiatown – and there was the beginning of a cultural movement.

Both men and women wore loose fitting clothes also because they wanted to dance freely and express themselves as and how they feel.

Fashion staples included Fedoras and brogues for men and ladies wore Empire Line dresses and short heels so that dance easily. Dance was an important part of the culture and these include the Tsaba Tsaba, Marabi Jive and the popular Kofifi dance, also known as the Kwela Kwela. The Kofifi dance had similarities to the Charleston and required a lot of movement from both parties and thus the clothes had to allow it.

The styles of the 1920s and 50s still continue on today. These styles are best represented by artists like Mos Def, Janelle Monae, and Mafikizolo.

- Mos Def: A male singer born in 1973. His style mainly consists of formal dress shoes, semi-formal suits with fedoras and similar type of hats.
- Janelle Monae: An American singer born in 1985. Her style mainly consists of suits with bowties and large hats, not specifically fedoras.
- Mafikizolo: A south African duo that started their career in the early 2000s. They wear outfits that are associated with African culture so there are very colourful and have many patterns, but they are associated with jazz.



JAZZ TODAY

Jazz is still popular and fashionable today as it was back in the old days especially with the younger generation or "the millennials". In fact, it is actually getting bigger and getting more noticed than ever before. Famous artists like Lady Gaga, Janelle Monae and Esperanza Spalding keep the Jazz more relevant and enjoyable. These artists are big on fashion. They often dress like how jazz artists used to back in the day but they add their own personal style to it. These styles can be seen being worn by most if not all of the millennials nowadays. Jazz clothing is associated with old vintage style. There is a lot of vintage clothing shops being opened here and there to accommodate the amount of people who have been influenced by jazz.

A fashion trend that is now popular with jazz is a button-up top, chelsea boots or loafers, trousers not jeans and nice suspenders to finish the look. This style is normally worn by Janelle Monae and she is a big influence in the jazz community.

