The male fashion side of YouTube is something that has gained a lot of popularity within the last 12 months, Yet it is still the side of YouTube that is to be explored by many of people. Over the last number of years the male side of youtube was predominantly dominated by gaming and the like, haul and pick up videos where more focused on the female side of things.

Over the last year or so, I’ve seen a gradual incline in the number of male fashion youtubers gaining more and more of a presence on the site. Gaming has always and will always be popular on youtube but the fashion side is new and unfamiliar territory for viewing. Subscribers and viewers of these male fashion youtubers keep escalating on the daily, which explains why the content that the fashion channels distribute back to us, the viewers, is consistently fire on all aspects.

Many styles of these channels are different, we all have a taste we fancy. I feel the channels available offer content to cater the needs of many aspects of the male fashion circle. What I enjoy about this is getting someone else’s real judgement on a piece and seeing how they put it into an outfit, it provides the viewer with outfit inspiration they where looking for. Reading pieces online about a product may not offer enough I want to see the visual, this is when I head over to youtube. It is kind of now where I go to first to find reviews or details about a drop, watching haul videos is weirdly entertaining and sort of a hobby of mine now.

The perception I’ve apprehended is that this side of youtube feels quite like a cult, with the fellowship between the viewers and and the man behind the camera. With the growing amount of people opting to venture to this side of youtube it is no question that it can continue to grow more robust.

Below Is some channels that I fuck with, take a look: