

CHICANO STYLE History

~A more in depth look at what shaped the chicano style today~

1940

ZOOT SUIT RIOTS
(1943)

Mexican American youth turned work clothes into style staples, creating a distinct Chicano streetwear identity.

1960

CHICANA MOVEMENT

Student-led protests for better education. Teens brought their cultural identity to the forefront, showing how fashion was part of activism and belonging.

1970

LOWRIDER
LIFESTYLE

Pachucos wore these bold suits as a form of cultural resistance. During the Zoot Suit Riots in Los Angeles, Mexican American youth were attacked for wearing them — proving fashion was political.

1950

PENDLETON SHIRT
& CUFFED CHINOS

Cholas developed a bold and feminine fashion that reflected pride, resistance, and solidarity with the Chicano Movement.

1968

EAST L.A. WALKOUTS

Rise of lowrider car clubs and culture. Hairnets, bandanas, flannels, creased pants.

Lowrider style became a full lifestyle — clean, detailed, and deeply tied to Chicano pride.

1980

CHICANO STYLE HITS
MUSIC AND ART

Artists like Kid Frost & Mister Cartoon emerge. Chicano fashion spread beyond neighborhoods into music, graffiti, and tattoo culture — influencing hip-hop and street art.

1990

THE CORTEZ ERA

Chicano youth adopt hip-hop fashion with a twist. Clean, uniform style showed loyalty, respect, and Chicano identity.

Brands became symbols of neighborhood pride.

Chicano fashion resurges in pop culture and activism.

Artists like Becky G and modern activists use fashion to connect past and present, showing that Chicano style is alive, evolving, and unapologetically powerful.

2000'S

STYLE AS STATEMENT