

## **“Shane x StockX” Write-Up Based on Questions**

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### **Favorite Celebrities, Athletes, Creators, or Influencers**

- **Celebrities:**
  - *Chloe Sevigny (@chloessevigny): Timeless vintage-inspired fashion, blending indie aesthetics with high fashion.*
  - *Taylor Russell (@tayrussell): High-class, avant-garde style seamlessly merging fashion and film culture.*
  - *Dua Lipa (@dualipa): Combines Y2K-inspired streetwear with high-fashion editorial looks, influencing trends globally.*
  - *Steve Lacy (@steve.lacy): Vintage-inspired, experimental style paired with standout high-fashion collaborations, making him a music and fashion favorite.*
- **Athletes:**
  - *Evan Mock (@evanmock): Combines skateboarding roots with bold luxury fashion.*
  - *Lucien Clarke (@lucienclarke): Merges skate culture with luxury, collaborating with brands like Louis Vuitton.*
  - *Etienne Gagne (@etiennnnnnnnne): Nostalgic '90s skate-inspired looks with standout collaborations through PUNKANDYO.*
  - *Shai Gilgeous-Alexander (@shai): Known for pre-game fits that mix high fashion and streetwear staples like Fear of God and Dior.*
  - *Tyler Herro (@nolimitherro): Combines luxury streetwear with bold statement pieces, representing modern NBA fashion.*
- **Creators/Influencers:**
  - *Kiko Mizuhara (@i\_am\_kiko): Eclectic Harajuku-inspired style paired with Chanel and Prada campaigns.*
  - *Iris Law (@lirisaw): Bold grunge aesthetics mixed with high-fashion experimentation.*
  - *Alex Consani (@alexconsani): Y2K-inspired playful content celebrating individuality.*
  - *Kerwin Frost (@kerwinfrost): Eccentric, creative style known for bold, whimsical collaborations with Adidas and unique personal branding.*

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### **Biggest Trends or Movements in Youth Culture**

- **Digital Detox:**
  - *A growing movement toward mindful social media use, with many opting for reduced screen time or creating more meaningful, intentional content.*
- **Community-Centric Brands:**

- *Preference for brands that foster a sense of belonging and collaboration, such as streetwear drops with exclusive communities or Discord access.*
  - **Gender-Fluid Fashion:**
    - *A shift toward clothing and style that breaks traditional gender norms, focusing on self-expression over categories.*
  - **Upcycling and Vintage:**
    - *Increasing focus on thrifting, repurposing old clothes, and buying vintage, driven by sustainability and unique, personalized style.*
  - **TikTok-Driven Trends:**
    - *Viral moments dictate everything from dance crazes to fashion hacks, with platform-specific influencers reshaping culture daily.*
  - **Mental Health Awareness:**
    - *A heightened focus on self-care, therapy, and mental health conversations integrated into culture and online spaces.*
  - **DIY Culture:**
    - *A rise in crafting, customizing, and creating one-of-a-kind pieces, from clothing to home décor, as a way to stand out and express individuality.*
  - **Hyperlocal Influence:**
    - *Emphasis on local shops, designers, and events, driving support for homegrown talent and niche communities.*
  - **Maximalism Returns:**
    - *While minimalism is still dominant, bold prints, vibrant colors, and statement pieces are seeing a resurgence, especially in accessories.*
  - **Collaborative Drops:**
    - *Excitement around limited-edition collaborations between big brands and smaller creators or artists, creating exclusivity and buzz.*
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## **Staying Updated on Culture and Style Inspiration**

- *Platforms: TikTok for trends and styling videos, Instagram for curated looks, Reddit for niche discussions, and ARE.NA for visual inspiration.*
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## **Brands Resonating Right Now**

- *PUNKANDYO (@punkandyo): Blends '90s skate nostalgia with playful, unique collections like Vans collabs.*
- *Acne Studios (@acnestudios): High-fashion meets street trends, popularized through signature baggy jeans.*
- *Everybody.World (@everybody.world): Sustainability-focused basics with modern silhouettes.*

- Noah (@noahclothing): Infuses classic menswear with skate and surf culture, prioritizing sustainable practices and limited-edition collections.
- Stüssy (@stussy): A streetwear pioneer blending bold graphics and casual, beach-inspired designs with modern collaborations like Nike and Converse.
- Rhude (@rhude): High-end streetwear with a vintage Americana vibe, featuring bold branding and luxury materials often seen in their sought-after graphic tees and outerwear.
- Carhartt WIP (@carharttwip): A modern twist on workwear classics, blending functionality with streetwear appeal, featuring collaborations with brands like A.P.C. and Converse.
- Brain Dead (@wearebraindead): Eclectic streetwear known for its bold graphics, experimental designs, and collaborations with Vans and The North Face.
- New Balance (@newbalance): Revitalized with retro sneaker designs like the 550s and collaborations with Aimé Leon Dore, delivering both performance and style.
- Palace (@palaceskateboards): A skate brand that merges bold, playful designs with high-profile collaborations.
- Aries (@ariesarise): London-based brand combining skate culture and high fashion, recognized for its tie-dye pieces, bold graphics, and irreverent edge.
- Supreme (@supremenewyork): A cornerstone of streetwear culture, offering bold graphics, limited-edition drops, and iconic collaborations.
- Stone Island (@stoneisland\_official): Italian sportswear brand loved for its innovative fabrics and utilitarian streetwear aesthetic, blending functionality with sleek design.
- Cactus Plant Flea Market (@cactusplantfleamarket): Known for its playful, DIY-inspired aesthetic and high-profile collaborations with Nike and Travis Scott.
- Nike ACG (@nikeacg): Nike's outdoor-focused line offering functional, stylish pieces perfect for bridging techwear and streetwear aesthetics.
- Arc'teryx (@arcteryx): A technical outerwear brand blending high-performance outdoor gear with streetwear appeal, popularized through collaborations like Jil Sander+ and Palace.

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### **Products Purchased Due to Talent Endorsements**

- Fans frequently buy sneakers, clothing, or streetwear tied to major talent collaborations (e.g., Travis Scott x Nike, ASAP Rocky x Guess).
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### **Subcultures in LA**

- DIY:
  - Custom-painted sneakers, hand-stitched vintage jackets, and personalized graphic tees.
- Techwear “Gorp Core”:

- *Sleek, futuristic fits with functional elements like waterproof jackets, utility vests, and cargo pants.*
  - *E-Boys:*
    - *All-black outfits featuring Rick Owens, combat boots, oversized hoodies, and avant-garde silhouettes.*
  - *Fitness-Lifestyle:*
    - *Athleisure-focused, mixing gymwear from brands like Gymshark with streetwear staples like Fear of God Essentials.*
  - *Indie Sleaze:*
    - *Skinny jeans, leather jackets, distressed tees, and Converse high-tops or beat-up Vans.*
  - *Luxury Streetwear:*
    - *Combining Balenciaga hoodies, Amiri jeans, and Dior sneakers with curated streetwear staples.*
  - *Retro Sportswear:*
    - *Vintage NBA jerseys, windbreakers, tracksuits, and classic sneakers from Reebok or Adidas.*
  - *Eco-Conscious:*
    - *Earth tones, organic cotton tees, recycled fabrics, and second-hand sneakers like Veja or Patagonia staples.*
  - *Skater:*
    - *Baggy cargo pants, graphic tees, Nike SB Dunks, or Vans paired with oversized flannels.*
  - *Y2K:*
    - *Low-rise jeans, baby tees, chunky sneakers, and colorful accessories inspired by early 2000s trends.*
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### ***Influential Figures Driving Purchases***

- *Travis Scott: Cactus Jack merch and Nike collabs dominate streetwear culture.*
  - *ASAP Rocky: Combines streetwear and high fashion, influencing trends globally.*
  - *Tyler, the Creator: Golf Wang and Converse collaborations resonate with fans.*
  - *Kanye West: Yeezy redefined sneaker culture despite controversies.*
  - *Frank Ocean: Minimalist and exclusive, Frank's ventures like Homer attract premium admiration.*
  - *Playboi Carti: Punk-inspired fashion and bold merch collections like Narcissist push boundaries in streetwear and music culture.*
  - *Don Toliver: Cactus Jack affiliate known for his laid-back aesthetic, mixing modern streetwear with music-driven influence.*
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### ***Key Names in Sports, Streaming, or Gaming***

- *Druski: Viral comedy and collaborations with athletes and musicians.*
  - *Kai Cenat: High-energy Twitch streams and cultural collaborations.*
  - *Lil Yachty: Music and meme culture with Y2K aesthetics.*
  - *Shai Gilgeous-Alexander: Pre-game streetwear fits featuring Fear of God and Dior.*
  - *Jalen Green: High-end streetwear championed by Gen Z.*
  - *Bronny James: Rising basketball star with a strong streetwear presence, frequently sporting rare Nike and Travis Scott collaborations.*
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### **Music Artists Influencing This Group**

- *Travis Scott: Genre-defining music with Cactus Jack branding.*
  - *ASAP Rocky: Style icon merging music with global fashion trends.*
  - *Tyler, the Creator: Skate culture meets colorful, unique design.*
  - *Playboi Carti: Punk-inspired fashion and merch driving bold style.*
  - *Lil Uzi Vert: Futuristic aesthetics and luxury streetwear.*
  - *Frank Ocean: Minimalist and enigmatic, with ventures like Homer and a distinctive personal style that set him apart as a fashion innovator.*
  - *Lil Yachty: Quirky, Y2K-inspired looks paired with his playful music style make him a relatable figure for younger audiences embracing nostalgia.*
  - *Kanye West: Despite controversy, his Yeezy empire remains a cornerstone of streetwear culture, influencing sneakers, merch, and global fashion.*
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### **Notable Social Behaviors**

- *Private Sharing: Style inspiration and sneaker drops are shared via Instagram Close Friends or group chats.*
- *Curated Feeds: Posts are archived or deleted frequently to maintain a minimal aesthetic.*
- *TikTok Trends: Heavily use TikTok for discovering styling tips and resale insights.*
- *Real-Time Moments: Use Snapchat and BeReal for casual, unfiltered updates.*
- *Exclusivity: Focus on rare or limited-edition items to flex within their circles.*
- *Memes and Humor: Share fashion-related memes in private chats to combine humor with their passion for style.*

*This group values authenticity, individuality, and exclusivity, all driving their social and purchasing behaviors.*