

How cowboy Core became 2024th defining aesthetic

From Beyoncé's Cowboy Carter to Pharrell's Western runway¹ extravaganza, yeehaw style is everywhere you look right now.

You'll be pressed to find a more potent symbol of America's ruthless self-determination and far-reaching wanderlust than the cowboy. From the wide-brimmed² hat and those body-hugging jeans to the snap-front shirt and the boots – he's an instantly recognizable cultural figure. Better yet, he's one which can be interpreted in a variety of ways.

So perhaps it's not so surprising that the cowboy has become the prevailing archetype of 2024 – An election year, no less! – though he may not always look exactly as you remember him. Take, for example, our latest, Beyoncé's rendition³ on her country-inspired album *Cowboy Carter*: flowing silver locks, red-white-and-blue chaps, sitting side saddle on a majestic white horse.

Of there's Pharrell Williams's fall-winter 2024 collection, his third as creative director of Louis Vuitton's menswear –faded denim with Western appliques, Nudie suits⁴, fringed gaucho pants, Western shirts, bolo ties, and grommeted cowboy boots and hats made of luxe leather. Most notably that was the catwalk casting – a diverse group composed heavily of Black and Native American men –which added a very specific, slyly⁵ political layer to Williams's grand vision. “When you see cowboys portrayed, you see only a few versions,” Williams said backstage at the show. “You never really get to see what some of the original cowboys looked like. They looked like us, they looked like me. They looked black. They looked Native American.”

Max Berlinger, gq.com, 2024

¹ défilé de mode

² à bords larges

³ interprétation

⁴ suits decorated with fake diamonds

⁵ malicieusement