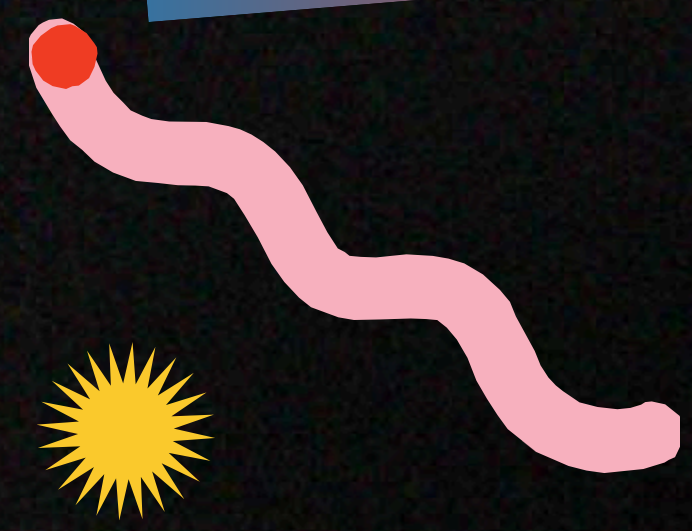
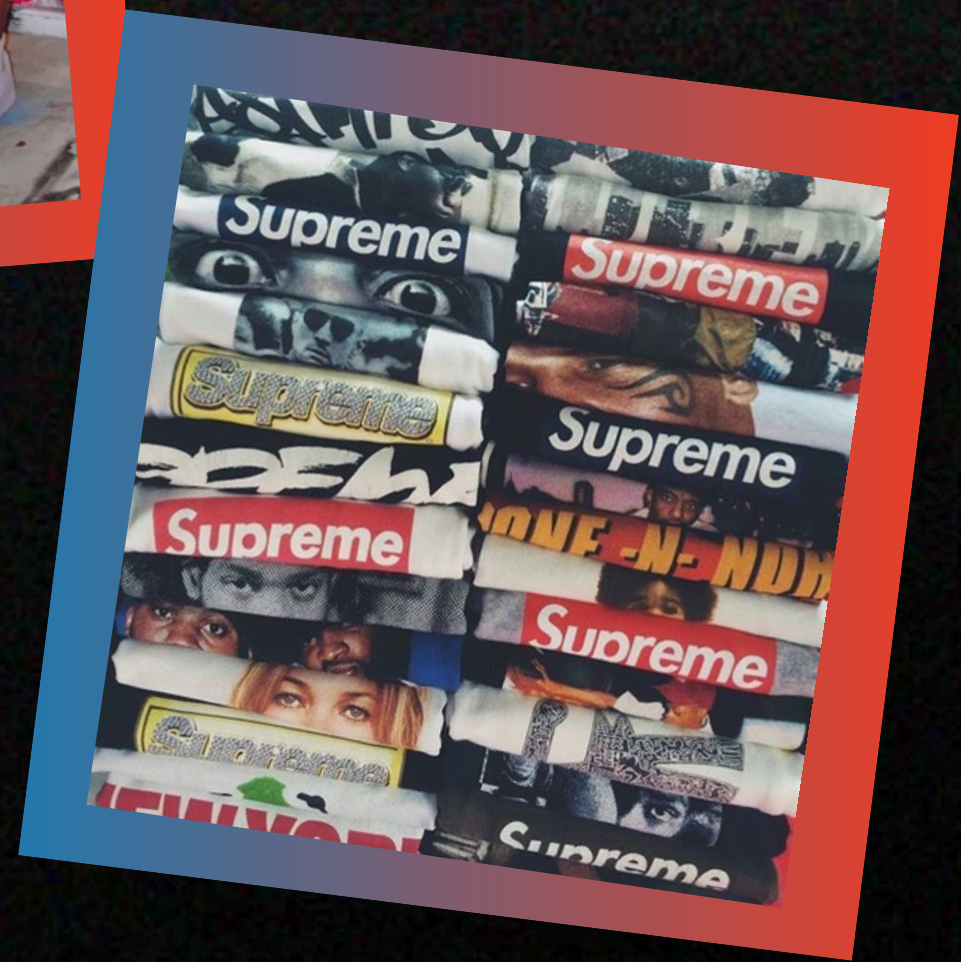
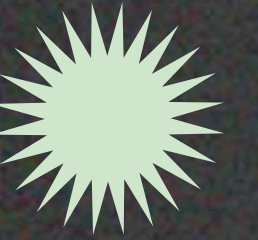
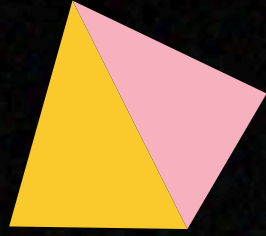


The Rise of Streetwear & HYPE

A Global Phenomenon





DECODING FASHION

Fashion isn't just about what you wear; it's a way to flex who you are. Over the last few decades, streetwear, HYPE, and vintage clothing have transformed from niche subcultures into mainstream fashion powerhouses. Let's explore how these categories took off, their sub-segments, and why they're making waves globally and in India. We'll dive into the origins, the key players, and why Gen-Z and millennials are all in





HOW DID IT ALL START?

Streetwear originated in the 1980s in the United States, rooted in surf, skate, and hip-hop cultures of Los Angeles and New York City. Brands like Stüssy and Supreme were the OGs, combining casual, comfy clothes with bold graphics that spoke to the youth.

Supreme

Founded by James Jebbia in 1994, Supreme began as a skate shop in NYC. Its limited-edition drops and collaborations with artists and other brands created a cult following, making it a cornerstone of streetwear.



Stüssy

Started by Shawn Stussy, this brand kicked off by selling T-shirts with surf-inspired designs. It quickly became a hit among surfers, skaters, and hip-hop fans, laying the foundation for streetwear culture.

MOOD BOARDS OF SOME OG BRANDS

Supreme



Stüssy



Bape



EVOLUTION OF HYPE

HYPE is all about the buzz around exclusive, limited-edition items. This subculture thrives on scarcity and exclusivity, with brands leveraging limited drops and collabs to create a sense of urgency and desirability.



SNEAKERS

Sneakers are the crown jewels of HYPE. Brands like Nike, Adidas, and Jordan regularly drop limited-edition models that create massive excitement. Collaborations with designers like Virgil Abloh and celebs like Travis Scott have only amped up the hype.



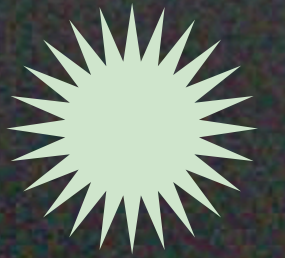
STREETWEAR

Brands like Supreme, Off-White, and BAPE are the epitome of HYPE culture. Their limited runs, unique designs, and high-profile collaborations drive demand and build tight-knit communities.



COLLECTIBLES

HYPE isn't just about clothes and shoes. It extends to vinyl toys (like BE@RBRICK), limited-edition art prints, and designer accessories.



WHAT IS DRIVING THE GROWTH ?

CULTURAL INFLUENCE

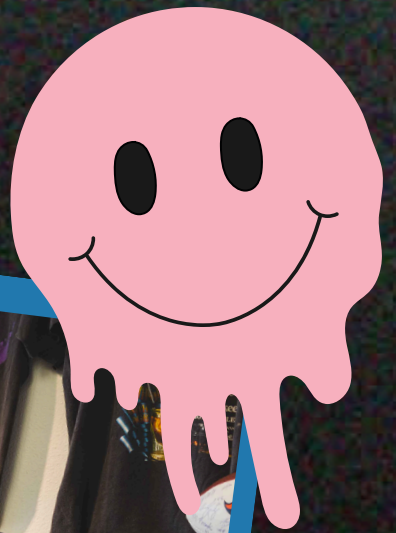
The rise of hip-hop, skateboarding, and social media has significantly influenced the popularity of streetwear and HYPE. These cultures promote individuality, self-expression, and a rejection of traditional fashion norms.

EXCLUSIVITY & SCARCITY

Limited-edition drops and exclusive collaborations create a sense of urgency and desirability. Owning rare items becomes a status symbol, driving demand and community engagement.

SOCIAL MEDIA

Platforms like Instagram, TikTok, and YouTube have amplified the reach of streetwear and HYPE culture. Influencers and celebrities showcase their latest acquisitions, creating trends and driving consumer behavior.





INDIA'S UPCOMING STREETWEAR SCENE

Let's elaborate on how Indian streetwear, while influenced by global trends, incorporates local elements to create a unique identity



Existing Fashion Culture as Inspiration

Indian streetwear also finds inspiration from the country's rich and diverse fashion heritage. The vibrant colours, intricate patterns, and the art of layering often seen in Indian streetwear are reminiscent of the country's traditional clothing styles. This connection to its roots gives Indian streetwear an authenticity and depth that resonate with consumers.

Blending Global Aesthetics with Local Flavours

Indian streetwear brands draw inspiration from international trends but infuse them with local cultural references and aesthetics. This fusion creates a distinct identity for Indian streetwear, setting it apart from its global counterparts. For instance, the use of traditional Indian tie-and-dye techniques like Bandhni in modern streetwear designs exemplifies this approach.

Indian Streetwear Brands

Several Indian streetwear brands embody this fusion of global and local elements. Brands like Toffle, Almost Gods, Stamp Duty, Bluorng are prominent players in the Indian streetwear scene. These brands, along with others, contribute to the unique identity of Indian streetwear.

INDIAN STORES & PLATFORMS



VegNonVeg

Known as India's first multi-brand sneaker boutique, VegNonVeg offers a mix of global and Indian streetwear brands



Super Kicks

This store offers a diverse range of sneakers and streetwear apparel from brands like Nike, Adidas, and Puma



Capsul

Capsul curates a selection of streetwear brands like Stüssy, Pleasures, and HUF, alongside Indian brands



CrepDogCrew

A prominent name in the Indian streetwear scene, CDC specializes in limited-edition sneakers and streetwear



Extra Butter

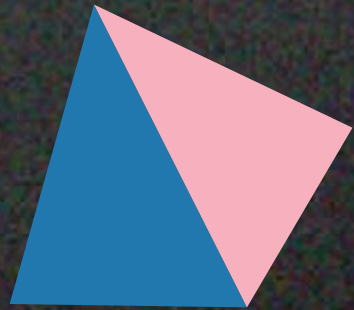
They offer a unique blend of best-in-class streetwear fashion and a curated mix of global and local brands, along with their own private label



Free Society

FS champions independent streetwear brands, they offer a diverse range of products that cater to the tastes of the modern Indian youth





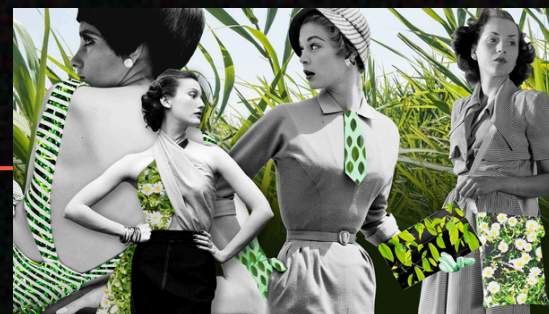
WHY IS GEN-Z BUYING INTO THIS ?

Gen Z has played a pivotal role in shaping the streetwear landscape in India. This generation, born into the digital age, is adept at navigating online platforms, seeking out the latest trends, and participating in global conversations. They prioritize sustainability and inclusivity, pushing brands to adopt ethical practices and diverse representations.



Individuality

Gen-Z values authenticity and seeks to express their unique identities. Streetwear, HYPE, and vintage clothing offer them a way to stand out and make a personal statement.



Sustainability

With a growing awareness of environmental issues, Gen-Z prefers sustainable fashion choices. Vintage clothing, in particular, aligns with their desire to reduce waste and support eco-friendly practices.

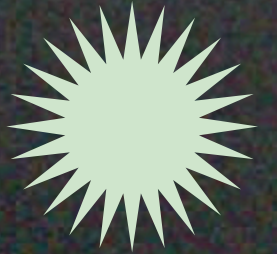


Community

The sense of community within streetwear and HYPE culture appeals to Gen-Z. Collecting and showcasing rare items becomes a way to connect with like-minded individuals and participate in a global movement.



RIDING ON THE HIP HOP WAVE



MUSIC & MEDIA AS TRENDSETTERS

Hip hop artists have become global fashion icons, using their music videos, performances, and social media to set trends. From Run-D.M.C. popularizing Adidas sneakers to Kanye West launching his own Yeezy line, rappers have a profound influence on what their fans wear.





HIP HOP X LUXURY BRANDS

Luxury brands have recognized the impact of hip hop on fashion, leading to high-profile collaborations that blend streetwear aesthetics with high-end design. A notable example is Louis Vuitton appointing rapper Pharrell Williams as their creative director. This move highlights how luxury brands are embracing hip hop culture to stay relevant and appeal to younger, trend-conscious consumers.

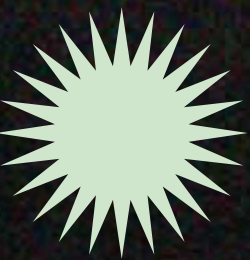
GLOBAL REACH & YOUTH CULTURE

Hip hop's influence on streetwear extends globally, resonating particularly with Gen-Z and millennials. These younger generations are drawn to the authenticity, creativity, and rebellion embodied by hip hop fashion. Supreme, Off-White, and BAPE amongst many others have capitalized on this cultural shift to drive demand and foster a sense of community among fans worldwide.





RUNNING CULTURE = STREETWEAR ??

- **Performance and Style:** Running wear brands like On Cloud, Hoka, and Salomon merge high-performance design with streetwear aesthetics, focusing on comfort, durability, and innovative materials. This blend appeals to streetwear enthusiasts who value both functionality and fashion.
 - **New & Fresh Designs:** On Cloud's sleek look, Hoka's chunky soles, and Salomon's trail-inspired styles offer distinct alternatives to traditional streetwear. As consumers tire of the same silhouettes from Nike's Jordans and Adidas' Sambas, the creativity of these new brands stands out.
 - **Versatile Appeal:** The versatility of these running wear brands allows them to be worn in various settings, from casual outings to athletic activities. This crossover appeal makes them a practical yet stylish choice, appealing to a broad spectrum of consumers who appreciate both form and function in their wardrobe.
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RUNNING CULTURE IS THE NEW STREETWEAR

THE WILDEST & WACKIEST HYPE DROPS

Let's dive into some of the wildest and wackiest drops in fashion history—because who knew hype could get this bizarre?



Supreme's Unexpected Items

Supreme has taken hype to the extreme, releasing items like a literal brick and even a crowbar, all sold at exorbitant prices. These drops highlight how the brand has turned everyday objects into must-have collectibles purely through hype.



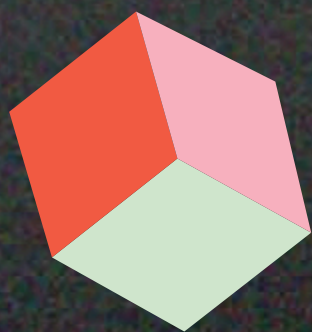
MSCHF's Viral Boots

MSCHF has made headlines with their Big Red Boots, a quirky, cartoonish design that became an instant hit. This drop exemplifies how bizarre and unconventional items are becoming the latest trend in streetwear.



Nike's Ice Cream Dream

Nike's collaboration with Ben & Jerry's resulted in the "Chunky Dunky" Dunks, a playful and colorful design inspired by ice cream. The sneakers feature vibrant, quirky patterns that mimic the look of a frozen treat.



MARKET GROWTH

The streetwear market in India is burgeoning, driven by a young population with increasing disposable income and a penchant for global trends. According to industry estimates, the Indian streetwear market is projected to grow at a compound annual growth rate (CAGR) of **12-15%** over the next five years.



INVESTOR INTEREST



Funding for Brands

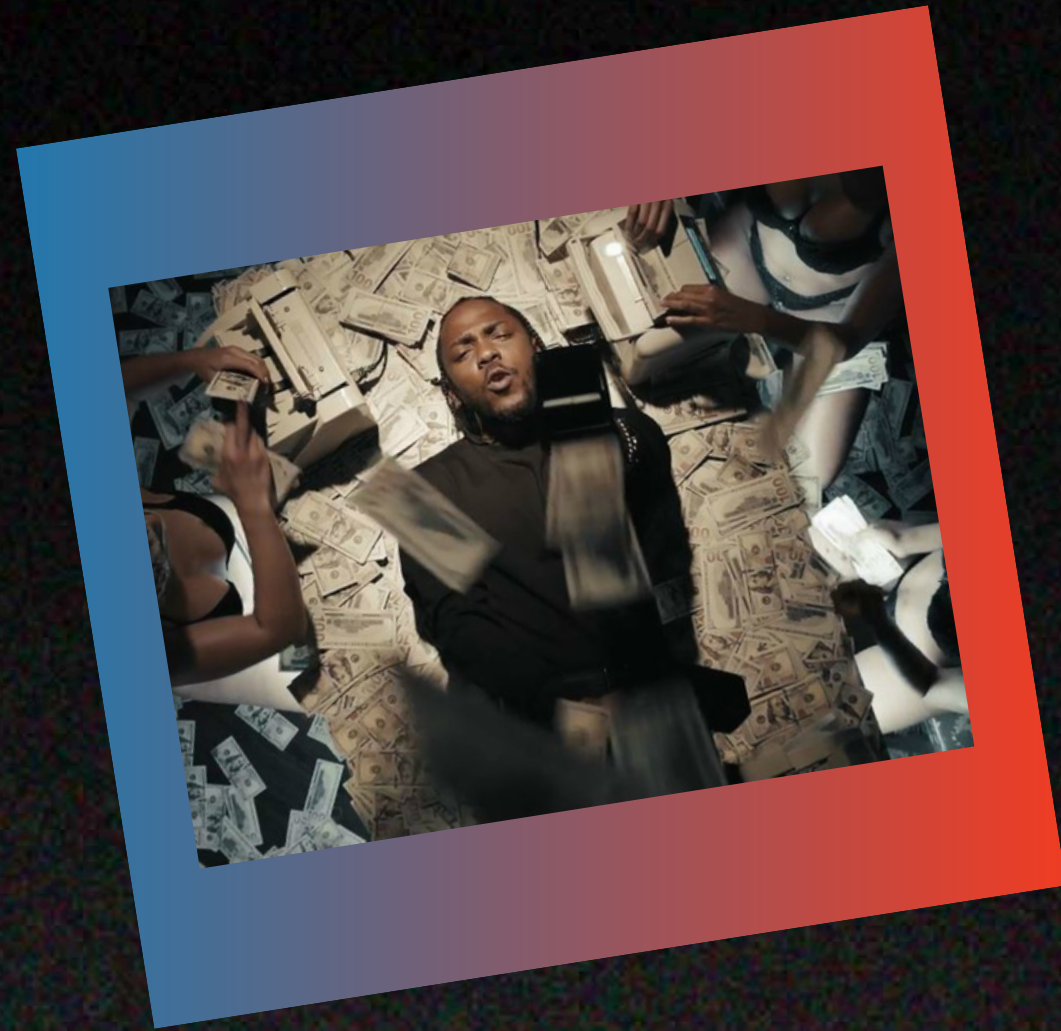
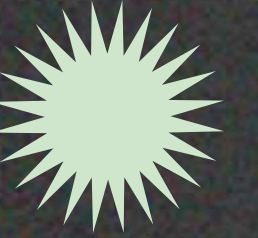
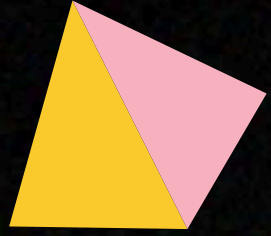
Companies like Supreme and StockX have secured substantial funding, allowing them to expand their operations and reach. Indian brands like VegNonVeg and SoleSearch have also attracted investment to scale their businesses.

Marketplaces & Platforms

Online platforms like Depop, Grailed, and StockX have become essential players in the HYPE and vintage markets, facilitating buying and selling, and providing a space for enthusiasts to connect and trade.

Growth Potential

The combination of cultural influence, technological integration, and a passionate consumer base makes this market attractive to investors. The potential for growth, both in established markets and emerging economies like India, is immense.



THANK YOU!

If you managed to stick with us through the wild world of streetwear, hype, and sneaker craziness without losing your head over the outrageous prices and bizarre trends, then congratulations—this world of fashion and investment might just be your next big thing! Embrace the madness, and remember, in the realm of hype, the more unusual the drop, the more it might just be worth. Welcome to the future of fashion and investment, where the limits are as boundless as the creativity!

