

Rap/Hip-Hop

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Hip-hop Fashion Today

So, how did the term "Hip-hop Fashion" become synonymous with billions of dollars?

Rap music, rising in popularity through music videos, introduced it's sense of style to the masses. African-American entrepreneurs/designers had instant clientele not only within the rapidly expanding rap industry, but also among everyday people who were coming of age in Hip-hop culture. Given that New York City has the highest population of African-Americans in the world, it was no wonder that the main goal of these entrepreneurs was to harness the potential spending power of this huge market. This, coupled with guaranteed exposure from major rap acts sporting their clothing, caused once low-budget companies, such as Cross Colors, to suddenly rake in profits hand over fist.

When others in the fashion industry saw the profits that could be made from the young urban market they quickly jumped on the hip-hop fashion bandwagon. Many New York-based companies that were born within the African-American communities, such as Karl Kani, went international and are still going strong today. Other companies, such as Tommy Hilfiger, while not of the hip-hop culture, managed to tap into the market and deliver what the people wanted. The more popular and lucrative the Rap industry became, the more

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profitable it was for companies to offer the same looks you saw on your favorite Rap celebrities. This undeniable link between music and fashion, along with the streetwise entrepreneur-ship that fostered it, was the foundation of what we have now - a billion dollar industry whose life blood still flows through the soul of the urban community.

Bottom line, hip-hop celebrity generates dollars. Rap mogul, Russell Simmons, understood the equation of fashion + rap celebrity and offered the Phat Farm line, while FUBU wisely retained rap icon, LL Cool J, as a spokesperson. Designers such as Gucci, Prada and Versace are constantly rapped about and sported by mega-stars such as Puff Daddy, Li'l Kim, Eve and Mary J. Blige, just to name a few. With the inherent entrepreneurial spirit that has been a part of hip-hop since the beginning, it is no surprise then that many hip-hop artists have started their own successful clothing lines.

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1, 2, > [What's Hot Now](#)

About Poll

Who's got the phattest sense of style?

- Eve
- Puff Daddy
- Mary J. Blige
- Busta Rhymes
- Method Man
- I do! So what you gonna do?

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