

ВСТУПЛЕНИЕ

(Что-то типа презентация сделана
Шурубор Даниилом, я просто не
помню, как это все оформляется)

Fashion

- I would like to tell what happening in fashion in last 20 years. Now fashion got in all directions of modern man life. Most musicians wearing only very rare/exclusive wear, and most of common people(mostly teenagers and people who under 30 years) trying to do same. At first I gonna divide all fashion directs on three parts: sportswear, streetwear and high-fashion.

Sportswear

- There nothing some special to talk about. Mostly sportswear brands are used for buying sneakers only, but sometime them making very interesting collaborations with streetwear brands or musicians or sportsmans. Great examples for this are Air Jordan, Adidas Yeezy and Champion x BAPE.



Streetwear

- ▣ This wear named so because it is very qualitative and pretty good suit for some street moves. Today streetwear has very large base of fans. It because streetwear brands has offer as for common man so and for enough rich people. Also most well-known streetwear brands started as brands for skaters. Some of them keep position self like skate brands, some changed their attitude. In my opinion them can be divided on three parts depending on their quality, price, and rarity.

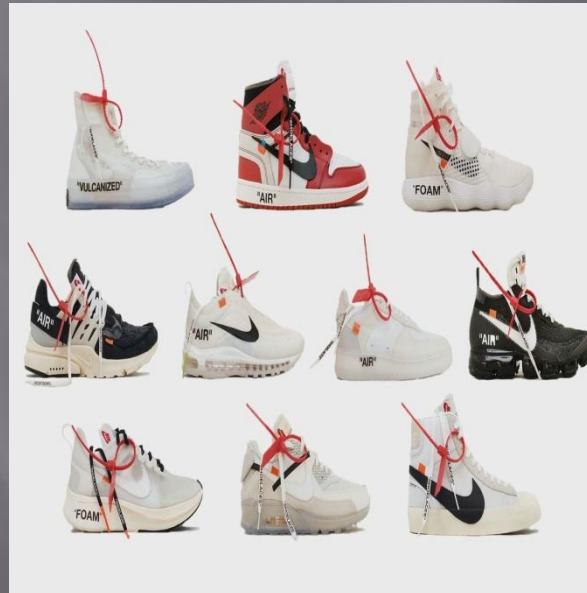
- ▣ First group is wear which almost every man can afford, them has enough low quality and nothing hard at all to buy them. It's same brands like Anti Social Social Club, Undefeated, or some local streetwear brands (not all, by the way!). Usually they just making their print on basic Gildan hoodie/sweatshirt and selling it in 4-5 times more expensive. But they making good collaborations with other brands sometime.



- Second group is much more expensive and has much better quality than wear from first group. Their prices vary from 100\$ to 600\$ depends on brand and type of item. Now leaders in this price section is Supreme, Bathing Ape and Off-White.



- Third group is most expensive and rare items. Some of them already almost unreal to find, some just have pretty high price and most people can't afford it. By the way, this list includes only collaborations. And most well-known collaboration for, probably, all times is Supreme x Louis Vuitton. Resell price for only t-shirt reached 1300\$. One of biggest sneaker collaborations is "The Ten" by Nike and Virgil Abloh (founder of Off-White) which includes 10 Nike sneakers, reworked by Virgil. Resell price, depending on model and size vary at 800\$ to 1500\$. Adidas, keeping up for Nike present their new colorways for sneaker collaboration with Pharrell Williams which named Human Race. Now resell price of it is vary from 500\$ to 4000\$ depends, mainly, by colorway.



High-Fashion wear

- This kind of wear using mainly for fashion shows and for fashion weeks. Most of them ain't usefull in everyday life at all. But them becoming popular in last time because of using in some hip-hop songs and clips (like Gucci) or making collaborations with sportswear brands (like Y-3, Yeezy). According to analytics top-3 of luxury brands compose by Gucci, Yeezy and Balenciaga.

Gucci

- Gucci is Italian fashion house which was based in 1904 year. For more than hundred years Gucci become one of most well-known fashion brands. Today Gucci Group includes same brand like Saint Laurent, Sergio Rossi, Balenciaga and others.



Yeezy

- Yeezy was founded in 2009 by rapper Kanye West. He made collaborations with same brands like Nike, Louis Vuitton and Bape. Now Yeezy's most popular wear is collaboration with Adidas – Adidas Yeezy, first sneaker of which was released at 2015. But also Kanye making other sorts of wear like jackets, pants, hats and other in military style.



Balenciaga

- Balenciaga is fashion house founded in Spain in 1919 year and later moved to France. Now 91% of Balenciaga owned by Gucci Group and 9% by Kering Holland. Balenciaga is same brand I told you can't wear every day. Their wear looks very impractical and shoes probably will broke after few weeks of walking in it. But it looks great anyway.



Fake items

- And at the end I would like to tell about fake items. I asking you for never buying that. Manufacturers incomes highly decreased by that and at least it's looking very absurdly and funny. If you have no money for authentic wear than buy something for lower price. Don't try to seems pretty rich man if you aren't.

Что-то типа “спасибо за внимание” (я тоже не помню, как оформляется)