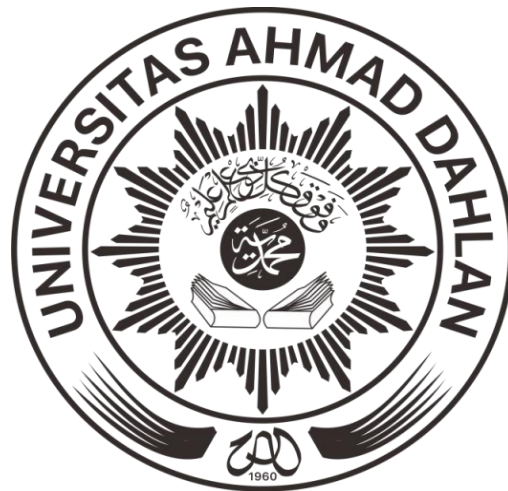


**STREETWEAR FASHION'S TRANSFORMATION FROM 2017  
TO 2022 REPRESENTED BY KANYE WEST'S FASHION  
STYLE**

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**ABSTRACT**

Over the past decade, streetwear has shifted from a subculture to a major fashion trend, with Kanye West playing a significant role. This research focuses on analyzing the evolution of streetwear fashion, particularly emphasizing Kanye West's impact. It aims to study the changes in streetwear fashion, reflecting Kanye West's evolving style during this period. Additionally, the research aims to examine Kanye West's contributions as an American artist in shaping and promoting streetwear trends from 2017 to 2022. Furthermore, it seeks to explore the symbolization concepts emerging within streetwear fashion during this timeframe.

This research adopts both cultural and semiotic approaches to understand streetwear fashion's transformation. The methodology includes literature review, content analysis, and visual analysis. Literature review establishes streetwear's conceptual framework and Kanye West's role. Content analysis explores public perceptions of Kanye West, while visual analysis tracks his design evolution. This multi-method approach offers comprehensive insights into streetwear's cultural significance and Kanye West's influence.

The result of this research shows from 2017 to 2022, streetwear, epitomized by Kanye West, underwent a notable shift towards high-end fashion, blending brand prestige with urban culture influences. West's collaborations with Adidas and Balenciaga, along with his Yeezy brand, played a pivotal role. His style not only advanced fashion but also served as a platform for cultural expression, reflecting values of freedom, innovation, and courage. Symbolizations in streetwear emphasized inclusivity, creativity, and authenticity, pushing boundaries and blurring conventions. Overall, streetwear mirrored social dynamics, fostering innovation and embracing diverse identities.

**Keywords:** Streetwear Fashion, Kanye West, Fashion Culture, Represented

# **STREETWEAR FASHION'S TRANSFORMATION FROM 2017 TO 2022 REPRESENTED BY KANYE WEST'S FASHION STYLE**

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## **INTISARI**

Selama dekade terakhir, streetwear telah berubah dari subkultur menjadi tren mode utama, dengan peran penting Kanye West. Penelitian ini berfokus pada menganalisis evolusi fashion streetwear, khususnya menekankan dampak Kanye West. Tujuannya adalah untuk mengkaji perubahan dalam fashion streetwear, mencerminkan gaya berkembangnya Kanye West selama periode ini. Selain itu, penelitian ini bertujuan untuk menyelidiki kontribusi Kanye West sebagai seorang seniman Amerika dalam membentuk dan mempromosikan tren streetwear dari tahun 2017 hingga 2022. Selanjutnya, penelitian ini berusaha untuk menjelajahi konsep simbolisasi yang muncul dalam fashion streetwear selama periode ini.

Penelitian ini mengadopsi pendekatan budaya dan semiotika untuk memahami transformasi fashion streetwear. Metodologi yang digunakan meliputi studi literatur, analisis konten, dan analisis visual. Studi literatur membentuk kerangka konseptual streetwear dan peran Kanye West. Analisis konten mengeksplorasi persepsi publik terhadap Kanye West, sementara analisis visual melacak evolusi desainnya. Pendekatan multimetode ini memberikan wawasan komprehensif tentang signifikansi budaya streetwear dan pengaruh Kanye West.

Hasil penelitian ini menunjukkan bahwa dari tahun 2017 hingga 2022, streetwear, yang diwakili oleh Kanye West, mengalami pergeseran yang signifikan menuju fashion high-end, memadukan prestise merek dengan pengaruh budaya perkotaan. Kolaborasi West dengan Adidas dan Balenciaga, bersama dengan merek Yeezy miliknya, memainkan peran penting. Gaya West tidak hanya mengembangkan mode tetapi juga menjadi platform untuk ekspresi budaya, mencerminkan nilai kebebasan, inovasi, dan keberanian. Simbolisasi dalam streetwear menekankan inklusivitas, kreativitas, dan otentisitas, mendorong batasan dan melunturkan konvensi. Secara keseluruhan, streetwear mencerminkan dinamika sosial, mendorong inovasi, dan merangkul identitas yang beragam.

**Kata kunci:** Fashion Streetwear, Kanye West, Budaya Mode, Representasi

# CHAPTER 1

## INTRODUCTION

### **A. Background For Choosing The Subject**

During the late 2010s, the democratization of fashion through social media and online communities shifted streetwear from a subculture to a mainstream trend. Consumers became active trendsetters, shaping fashion through digital platforms and peer influence. Kanye West, known for his dual roles in music and fashion, played a significant part in this evolution. His YEEZY brand, characterized by minimalist designs and avant-garde silhouettes, became emblematic of his influence. Collaborations with Adidas propelled streetwear into the mainstream, particularly with the cult-like status of the YEEZY Boost sneaker line. West's impact extended beyond his own brand, as his collaborations with major fashion houses blurred the lines between luxury and street culture. His personal style influenced celebrity fashion, reshaping perceptions of "high fashion." Beyond aesthetics, West's advocacy for social justice infused streetwear with themes of resistance and empowerment. This research aims to comprehensively analyze Kanye West's influence on streetwear's transformation, identifying shifts in design, values, and cultural concepts. It also explores West's broader impact as an American artist, providing insights for fashion industry stakeholders to navigate evolving consumer trends.

### **B. Scope of the Study**

The scope of this study is focused on the transformation of streetwear fashion from 2017 to 2022, taking representations of Kanye West's fashion style as the center of analysis. The scope of the research includes analysis of the evolution of Kanye West's fashion style, identification of developments in the streetwear fashion industry during the research period, mapping of symbolization or concepts that emerge in streetwear fashion, as well as evaluation of Kanye West's role as an American artist in shaping and popularizing streetwear trends.

### **C. Problem Formulation**

1. How are developments in the transformation of streetwear fashion identified through Kanye West's fashion style?
2. What is the role of Kanye West as an American artist in shaping and popularizing streetwear trends from 2017 to 2022?
3. What symbolization or concepts emerged in streetwear fashion between 2017 and 2022?

### **D. Review on the Related Studies**

In this section the researcher aims to avoid plagiarism, and to prove that this undergraduate paper has been never taken by anyone. First, research by Sterling Smith (2020) explores how rap culture merges into mainstream fashion trends, shedding light on the fusion of music and fashion. Talia's study (2014)

dives into hip-hop's history and its role in popularizing new fashion trends, emphasizing the cultural significance behind its emergence. Erwin Ing's research (2013) delves deeper into hip-hop as a lifestyle and identity, highlighting its impact beyond mere fashion trends. Tasha Lewis (2013) analyzes the evolution of fashion, particularly in urban settings, elucidating the transformation of clothing preferences influenced by hip-hop culture. Yasmin Akilah's study (2022) specifically focuses on the hip-hop fashion trend among Surabaya's teenagers, providing insights into the behavior and motivations driving their adoption of this style. Together, these studies offer a comprehensive understanding of hip-hop culture's connection to fashion, laying the groundwork for examining Kanye West's influence on streetwear. Kanye's significance lies in his embodiment of both hip-hop and fashion, making him pivotal in shaping the ongoing evolution of streetwear. Understanding this connection is crucial for grasping the broader cultural and identity impacts of Kanye West's influence on streetwear trends.

#### **E. Theoretical Approach**

In the research, two approaches are employed to understand the transformation of streetwear fashion: the cultural approach and the semiotic approach. Semiotic analysis aids in interpreting the symbols present in Kanye West's style, while the cultural approach contextualizes these interpretations within broader social, cultural, and societal changes. Combining these two approaches yields a more comprehensive understanding of Kanye West's role in representing and shaping streetwear fashion trends.

#### **F. Method of Study**

This study employs a qualitative research methodology to comprehensively explore Kanye West's influence as an American artist on the surge of streetwear popularity from 2017 to 2022. Qualitative research is interpretive, contextual, and descriptive, prioritizing an in-depth understanding of social and cultural phenomena by examining the significance of context and human interactions (Creswell, 2018). The research methodology involves literature review, content analysis, and visual analysis. The literature review establishes a theoretical foundation for understanding streetwear's conceptual framework and Kanye West's role within it. Content analysis delves into the narrative and public response to Kanye West, while visual analysis tracks his design evolution and personal style, focusing on visual elements reflecting streetwear trends. By combining these methods, the study aims to provide a comprehensive examination of Kanye West's impact on streetwear fashion.

## **CHAPTER II**

### **THEORETICAL FRAMEWORK**

In this study, theory is one important part because it is used to examine data to get good results. Especially in American studies, it is called an interdisciplinary approach. Therefore, researchers can analyze problems from various sides and perspectives

#### **A. Popular Culture Theory**

In context of this research, researcher use or refer more deeply to popular culture theory as part of a sociocultural approach. In terms of theory, Popular Culture in a sociocultural context refers to an approach to understanding and analyzing how popular culture interacts with society on a large scale. Popular culture includes cultural elements that are often consumed, produced and widely appreciated by society. In a sociocultural framework, this theory emphasizes the role of popular culture in shaping and reflecting social dynamics, norms, symbolizations and power relations in a society.

In depth, defining popular culture precisely is challenging and can be misleading. Many definitions, such as those based on quantity, quality, mass culture, origin from "the people," hegemonic battles, or deconstruction by postmodernism, are not entirely satisfying. However, by examining consumption patterns and lifestyles, we can construct an archaeological and deductive understanding of class and popular culture. Considering popular culture as products with low cultural capital and as unauthorized culture leads us to explore new perspectives (Parker, 2011).

In a more contemporary definition, referring to the Online Oxford Bibliographies, popular culture is a collection of practices, beliefs and objects that represent the most commonly shared meanings in a social system. It includes media objects, entertainment and recreation, fashion and trends, as well as linguistic conventions, among other things. Popular culture is usually associated with mass culture or folk culture, and is distinguished from high culture as well as various institutional cultures (political culture, educational culture, legal culture, etc.). The relationship between popular culture and mass culture leads us to focus attention on the position of popular culture in the capitalist economic mode of production. Through this economic lens, popular culture is considered as a collection of commodities produced through capitalistic processes driven by the profit motive and sold to consumers (Kidd, 2017).

#### **B. Streetwear**

Even though streetwear has been around for decades, some people find it offensive that there is still debate and controversy surrounding its origins. Since there is nothing that more accurately defines streetwear than what people wear on the streets, it is something that we are all involved in, in one way or another. Clearly, tribes, codes, and trends have come and gone over time, and there are brands that have endured this and brands that have not (Owen, 2022). According to a definition derived from the Hypebeast Streetwear Impact Report, "The dictionary definition of streetwear is fairly straightforward: stylish, casual

clothing. However, that description undervalues a multibillion-dollar retail phenomenon that has its roots in the skate, surf, hip-hop, graffiti, and other countercultures of the 1980s and 1990s (Menendez, 2019). Thus, inspiration is drawn from a variety of cultural sources and is influenced by an individual's background and interests, which in turn alters how streetwear is perceived and used overall. Purchasing streetwear is as easy as visiting stores, independent shops, or online to purchase the obvious items like t-shirts and hoodies. However, home goods like Supreme chopsticks or Stussy candles have become more and more popular. This is because streetwear is more than just a way of dressing for everyday life—it's a way of life. However, the secret to streetwear is maintaining its coolness. As corny as it may sound, the notion that participating in and wearing streetwear is cool is an outdated perspective, but big names in the industry continue to hold it since younger generations—those under thirty—are typically the target market for streetwear brands (Owen, 2022).

Therefore, a typical streetwear buyer appears to be a younger individual who travels to larger cities, takes vacations, starts a new job, and these days posts it on social media sites like Instagram. Sixty percent of consumers surveyed were under the age of 25, and about three quarters earned less than \$40,000 annually, according to a comprehensive report published by Strategy&. As I previously stated, social media and the other young, ur-ban individuals they follow are the main sources of their influence, accounting for 84% of the total (Leeb, 2019). Since most members of Generation Z are between the ages of 27 and 12, they currently make up a large portion of the streetwear consumer base, and their consumption will determine the direction of streetwear going forward (Owen, 2022).

More than a mere fashion statement, streetwear embodies a culture, a global community, and a lifestyle embraced by individuals worldwide. Going beyond the act of donning the latest trends, streetwear serves as a means to articulate uniqueness, foster creativity, and convey personality. The distinctiveness and camaraderie intrinsic to streetwear not only render it exceptional but also propel its ongoing evolution in the years ahead. Embedded in the ethos of subversion and rebellion, the culture of streetwear originated as a platform for the youth to manifest individuality and diverge from mainstream fashion. It represented a deliberate defiance of the conventional fashion industry and its exclusivity, aspiring to create something novel, invigorating, and directly resonant with the experiences of young people (Streetgox, 2023).

### **C. Black People in American Multiculturalism**

Fashion, initially conceived as a multifaceted social system involving the production, consumption, and institutionalization of novelty, stands as a cultural phenomenon intricately woven into the fabric of society, individual identity, and the economy. It embodies both an abstract concept and an aspirational ideal, manifesting concretely and visually through coded forms of color, shape, texture, and branding. The production and dissemination of fashion occur within complex cultural landscapes that seamlessly blend local and global influences. Far beyond being a mere process related to clothing and personal adornment, fashion

represents an expressive sensibility that champions novelty and individuality, acting as a driving force in both economic production and personal consumption (Sociology Guide, 2023).

At its core, fashion is not confined to a set of garments or outward appearance; rather, it encapsulates a broader social process that permeates various facets of contemporary life. Understanding the logic of fashion is paramount for any analysis of contemporary culture, given its centrality to our daily experiences. Fashion plays a foundational role in culture by providing aesthetic forms in diverse fields such as dress and clothing, philosophy, religion, music, habits, and customs. Through these forms, individuals establish connections with, or differentiate themselves from, diverse communities, marking fashion as an indispensable element in the social tapestry (Sociology Guide, 2023).

Moreover, delving into fashion culture reveals a nuanced dynamic beyond mere imitation of peers. To be 'in fashion' entails capturing the prevailing mood and ethos of the times. Consumers, in appropriating the discourse of fashion culture, craft personalized narratives that navigate existential tensions and often express resistance to dominant fashion norms or the broader Consumer Culture. From fashion and beauty to music and movies, the younger generation actively consumes and influences the offerings presented by manufacturers, marketers, and retailers. In this reciprocal relationship, the youth not only adapt to the trends set by the industry but also play a pivotal role in shaping and redefining those trends (Sociology Index, 2023).

In essence, fashion culture is a multifaceted phenomenon that transcends the realm of garments and aesthetics. It serves as a dynamic force that influences, reflects, and shapes the cultural, economic, and personal dimensions of contemporary society. Understanding the intricacies of fashion culture becomes imperative for unraveling the complexities of our everyday experiences and gaining insight into the evolving dynamics of cultural expression and identity formation. Through its expressive sensibility and transformative potential, fashion culture emerges as a powerful lens through which we can analyze, interpret, and appreciate the multifaceted tapestry of contemporary culture.

#### **D. Roland Barthes' Semiotic**

Further, fashion is a classic semiotic phenomenon, always reflecting signs of a "dynamic social structure." While Lotman briefly mentioned fashion in terms of clothing, Roland Barthes, a French structuralist, went deeper into understanding the semiotic nature of fashion. Barthes compared studying fashion to studying natural language, finding both a signifier and a signified within it. When we wear clothes, our body takes on new meanings beyond its physical form, conveying specific messages about ourselves (Muttaqin et al., 2023).

Barthes highlighted that clothes not only have their own form but also serve various functions that are culturally significant. These functions can include social, anthropological, economic, or sexual aspects, signaling characteristics like marital status, moral values, occupation, social class, or faith. Clothing becomes a way of making statements, offering insights into the wearer's identity and beliefs.



To understand the world of fashion and the messages it conveys, it's helpful to look at the origins of the term (Muttaqin et al., 2023).

Oxford Dictionaries define fashion as "a popular style of clothes, hair, etc. at a particular time or place; the state of being popular." The Treccani dictionary describes it as a "social phenomenon that affirms aesthetic and behavioral models in a specific historical moment and geographical-cultural area, spreading among groups that conform to these models." In modern times, especially in contemporary Western society, fashion takes on unique characteristics due to high social mobility, the quick spread of images through mass media, and the industry shaping models as commodities for the international market.

In simply, fashion, as an expression of prevailing taste in society, influences various domains like intellectual, ideological, artistic, and literary aspects, as well as habits, behaviors, and general preferences. The term mainly relates to the clothing sector, marked by a fast succession of styles, forms, and materials that pay homage to aesthetic models presenting themselves as elements of novelty and originality. The term 'fashion' comes from the French 'mode,' derived from the Latin 'modus,' meaning 'way, manner.' In essence, fashion encompasses a complex of garments designed by tailors for a limited audience and individuals who follow prevailing tastes and customs in various aspects of life.

### **CHAPTER III DISCUSSION**

#### **A. The Developments of Streetwear Represented by Kanye West's Fashion Style**

Referring to the findings above, it is evident that the concept of streetwear has undergone significant development and transformation from 2015 to 2017. This transformation extends beyond the realm of fashion, encompassing changes in the values and pricing of fashion products. Initially, streetwear emerged as a simple fashion model, emphasizing the creativity of its users. However, over time, we observe an evolution towards more complex and controversial designs. In the early days of the emergence of streetwear, the primary focus was to provide users with an opportunity to express their creativity through clothing. This model indicated that streetwear was not merely a fashion trend but also a means of expressing identity and personal style. However, changes occurred in tandem with the development of the music industry, particularly in the context of Hip Hop music in America. Streetwear fashion became closely associated with the styles worn by Hip Hop artists, predominantly from the black community (Menendez, 2019).

In fact, since the early 2000s, Kanye West has been a pioneer in summarizing the changes in the concept of streetwear. The streetwear fashion style, initially synonymous with simplicity and creativity, evolved into more complex and controversial designs. An example of this is the emphasis on

layering, evident in the use of oversized denim jackets and the incorporation of accents in other fashion items. This paradigm shift reflects not only a transformation in Kanye West's interpretation of streetwear but also in the wider community (Wilson, 2017).

Referring to the streetwear fashion displayed by Kanye West from 2017 to 2019, we can observe an interesting paradigm where, despite giant brands being involved in streetwear production, the style maintained its urban essence with a strong influence from skate, surf, and hip-hop cultures. This period created an intriguing dynamic between the grandeur of renowned brands and the familiarity of street culture elements.



Pict. 1

One main characteristic still embedded in streetwear is the use of layering, especially through jackets or similar garments. The urban style embraced by Kanye West reflects the influence of skate culture, with a focus on freedom of expression and a tendency to blend various elements into one look.



Pict. 2

Additionally, during the period from 2017 to 2019, there were several highly hyped streetwear fashion trends that were occasionally worn by Kanye, such as the Athluxury trend and Oversized trend. Athluxury refers to luxurious athletic wear. Meanwhile, the Oversized trend pertains to clothing items that significantly exceed the proportional size of the wearer.



Pict. 3

Later, as time passed and entered the era from 2020 to 2022 and even the present, the streetwear paradigm continues to evolve. With the increasing popularity and influence, even giant fashion brands like Adidas and Balenciaga continue to play a significant role in streetwear and take the lead. This creates a shift from casual and budget-friendly models towards high-end fashion streetwear. Even in terms of design, during this period, it tends to be more innovative and expressive.



Pict. 4

The analysis by the researcher is supported by previous research by Cakra and Setiawan (2021), who noted luxury brands recruiting streetwear designers, exemplified by Virgil Abloh's appointment as creative director at Louis Vuitton. Fashion shows now blend streetwear with high fashion, signaling a shift in trends (Cakra & Setiawan, 2021). The fusion of streetwear and luxury brands has sparked debate among enthusiasts and observers. Critics argue that streetwear's mainstream adoption dilutes its authenticity and subversive roots, while luxury brands face criticism for appropriating a style lacking genuine connection to their identity (Cakra & Setiawan, 2021). Despite the differences, the line between streetwear and high fashion blurs as interactions reshape perceptions of luxury. Younger consumers, particularly millennials and Gen Z, drive this change, influencing fashion sales strategies. Their preference for flexible, semi-formal attire replaces traditional styles, reshaping the fashion landscape (Cakra & Setiawan, 2021).

## B. The Role of Kanye West in Shaping Popularizing Streetwear

In a broader context, Kanye West has indeed often brought forth controversial elements. However, when it comes to fashion, both in America and

globally, he holds unparalleled influence on modern fashion due to his unique aesthetic compared to other rappers, his significant impact on sneaker culture, and his role in shaping the broader definition of masculinity. Kanye West, as a rapper, stood out distinctively through his fashion sense, setting himself apart from his peers. His choice of thinner clothing was a departure from the prevailing "thug"-like aesthetic embraced by many rappers before him (Sharma, 2022).

When Kanye entered the rap scene, he immediately distinguished himself from his contemporaries. Unlike the typical attire of rappers at the time, characterized by tall tees, oversized sports jerseys, and baggy pants, Kanye opted for a different style. He adorned himself with Ralph Lauren polo bears and backpacks, creating a stark contrast. While he wasn't the pioneer in challenging fashion norms or introducing pink into the rap scene, the Louis Vuitton Don paved a previously unexplored path, venturing into the realm of high-end design in a way that hadn't been seen before (Sharma, 2022).

From the above exposition, it is evident that Kanye West, with his cultural sensitivity and ability to explore various artistic realms, plays a crucial role in shaping the narrative of streetwear, transforming it into a medium for cultural expression. In the context of cultural concepts, this can be understood through the representation theory proposed by Stuart Hall (1997). This theory views culture as a system of symbols and signs that represent meanings (Sholichah et al., 2023). In the context of streetwear, cultural representation encompasses how specific clothing, styles, and symbols reflect the identity and values of a particular group or subculture. Kanye West, through his fashion style, becomes a symbol of urban culture and streetwear, representing freedom of expression, creativity, and non-conventionality.

Kanye West, with his ability to navigate the intersection of streetwear, music, and luxury fashion, leaves an indelible mark on the industry. As evidence, his Yeezy brand, in collaboration with major players like Adidas, has become a symbol of the changing landscape of streetwear. Kanye's unique contribution lies in his ability to blend urban aesthetics with high-end luxury, blurring the boundaries between traditionally distinct fashion categories. Furthermore, Kanye West's collaborations with renowned fashion houses like Balenciaga showcase the integration of streetwear into the lexicon of high fashion. This merging of seemingly different worlds not only expands the definition of streetwear but also challenges established norms within the fashion industry (Maoui, 2021).

Moreover, this can be associated with an understanding in the theory that explains how culture can influence behavior. Human behavior continues to evolve in line with the dynamics of the surrounding culture. In studies involving the relationship between culture and human behavior, the theory introduced by Cronk (2017) emphasizes the significant influence of cultural content on the formation of traits or characteristics that subsequently aid in coordinating social behavior. This concept indicates that humans tend to choose and internalize cultural elements that align with the values, norms, and identity of their group or subculture (Cronk, 2017). Thus, in this case, Kanye West's role as a cultural change agent is very real, playing a crucial role in shaping human behavior in choosing, adapting to, and even creating new cultural traits through the medium of fashion.

### C. Symbolizations in Streetwear Fashion between 2017 to 2022

In delineating the symbolizations highlighted by streetwear fashion, the researcher divides the discussion into two periods, namely 2017-2019 and 2020-2022. To examine these symbolizations, the researcher refers to Barthes' theory, which divides signs into two main components: denotation and connotation. Denotation is the literal or descriptive level, while connotation is a deeper level that includes additional meanings related to cultural and social contexts (Muttaqin et al., 2023).

Consistently, streetwear fashion during the period 2017-2019 expresses the symbolizations of freedom and self-expression. Through diverse designs, colors, and styles, streetwear provides space for individuals to express their identities uniquely. In Barthes' concept, this can be seen as a positive connotation inherent in streetwear, depicting it as a creative medium for conveying messages about the wearer. Referring to its initial concept, streetwear embodies the symbolization of anti-conventionalism, rejecting traditional fashion norms. By donning unusual or even controversial clothing, streetwear enthusiasts manifest a rebellious attitude against conventional fashion rules. Through Barthes' semiotic theory, these elements can be interpreted as signs carrying connotations of anti-establishment sentiments and rebellion.

Furthermore, during this period, streetwear remains faithful to the influences of street culture such as skate, surf, and hip hop. Symbols and images associated with this culture become integral parts of streetwear designs. From the standpoint of Barthes' semiotic theory, this can be interpreted as denotation referring to the origins and roots of streetwear culture, while its connotations encompass the strength and authenticity of street culture. Thus, through the lens of Barthes' semiotics, streetwear fashion during the period 2017-2019 can be understood as a cultural expression medium containing values of freedom, anti-conventionalism, inclusivity, influence of street culture, collaboration strength, symbol usage, and community empowerment.



Pict. 5

During the period from 2020 to 2022, Streetwear Fashion continued to evolve, creating a nuanced set of symbolizations that uniquely reflected shifts in cultural and fashion dynamics. One of the emphasized symbolizations was inclusivity. Streetwear became increasingly encompassing of diverse groups and identities, reinforcing the message that fashion is a medium of expression for everyone, regardless of background or social status. Denotatively, during this period, there was a utilization of diverse colors, clothing cuts, and designs that reflected the complexity of modern society. Streetwear Fashion not only became a representation of style but also a mirror of the social and cultural layers influencing everyday life. In Barthes' perspective, these denotations showcase how fashion elements not only function as clothing but also as signs responding to social dynamics.



Pict. 6

Moreover, creativity and innovation continued to stand out in Streetwear Fashion. Brands and designers kept exploring new concepts, creating visually striking signs that conveyed different messages. The connotation of creativity in streetwear can be seen as an effort to rejuvenate and revive the symbolizations underlying the early subculture of streetwear. In Barthes' view, these connotations provide additional layers of meaning that reflect the spirit of experimentation and innovation behind each design. Additionally, Streetwear Fashion during this period also depicted values of courage and authenticity. Some streetwear designs challenged conventional fashion boundaries, providing space for wearers to express their personalities uniquely and unexpectedly. In Barthes' semiotic theory, the connotations of courage and authenticity can be viewed as an attempt to infuse the values of freedom and self-expression that characterize streetwear.

Furthermore, the incorporation of high-end brand logos by the brand owners themselves in Streetwear Fashion during the period of 2020-2022 can also be analyzed from Barthes' semiotic theory perspective. In this context, it can be perceived as a concept that includes denotative and connotative elements. Denotatively, these logos refer to the literal or descriptive meaning of a sign, while connotatively, they refer to additional meanings involving social and cultural aspects. In Barthes' theory, high-end brand logos can be considered connotative signs carrying the concept of conventions and cultural connotations.



Pict. 7

By incorporating these logos into streetwear designs, designers create a sort of fashion language that imbues wearers with symbolizations associated with these brands. For instance, high-end brand logos like Chanel, Gucci, or Louis Vuitton carry connotations of luxury, elegance, and an image associated with a classy lifestyle. The embedding of high-end brand logos in Streetwear Fashion during this period can also be seen as a way to express aspirations and identities. Streetwear enthusiasts who choose products with luxury brand logos may want to convey messages about social status, success, or an affinity for high aesthetics. In this context, these logos become signs that create self-identification and express social aspirations.

#### **CHAPTER IV CONCLUSION**

Based on the data analysis that has been carried out, several conclusions are obtained as follows: In the period 2017 to 2022, streetwear fashion trends, as represented by Kanye West's style, underwent a striking transformation. Initially, streetwear showed a casual trend with a focus on the wearer's freedom of expression and taste, but during this period, there was a shift towards high-end streetwear fashion. West's style creates an interesting dynamic between brand-name swagger and elements of street culture, with lingering influences from skate, surf and hip-hop culture.

Kanye West played a central role in shaping and popularizing streetwear trends from 2017 to 2022. With his cultural sensitivity and ability to merge urban aesthetics with high-end luxury, West succeeded in changing the streetwear narrative. His collaborations with well-known brands such as Adidas and Balenciaga and the creation of the Yeezy brand have become symbols of the evolution of streetwear. West's style not only demonstrated advances in fashion, but also created a medium for cultural expression that reflected the values of freedom, innovation, and courage.

Symbolizations in streetwear fashion for the period 2017 to 2022 include inclusivity, creativity, innovation, courage and authenticity. Streetwear is becoming increasingly inclusive of various groups and identities, affirming that fashion is a medium of expression for all. Innovation and creativity continue to be prominent, with designers exploring new concepts and creating different

messages. Boldness and authenticity emerged as cherished symbolizations, with some designs challenging fashion's conventional boundaries. Embedding high-end brand logos in streetwear also carries a dimension of aspiration and identity, creating a fashion "language" that imbues the wearer with the symbolizations of a particular luxury brand. Streetwear in this period became a mirror of social and cultural dynamics, blurring the boundaries between convention and innovation.

Suggestions for further research may involve a deeper exploration of the sustainability aspects within the evolving streetwear landscape, given the growing emphasis on environmental consciousness in the broader fashion industry. Additionally, investigating the social impact of streetwear, especially in empowering marginalized communities or influencing societal perceptions, could yield valuable insights. Furthermore, a longitudinal study tracking the continued evolution of streetwear values and aesthetics would provide a comprehensive understanding of its trajectory in the ever-changing cultural and fashion landscape.

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