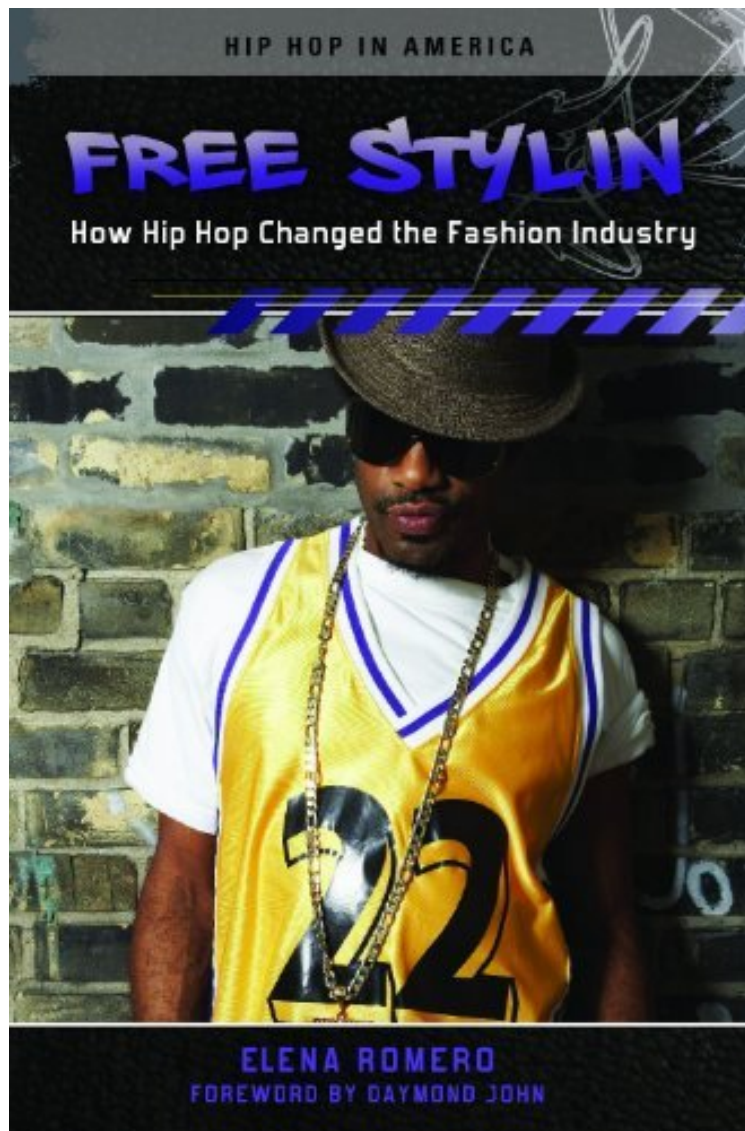


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## Free Stylin': How Hip Hop Changed the Fashion Industry: How Hip Hop Changed the Fashion Industry (Hip Hop in America)

*Elena Romero*

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**Elena Romero : Free Stylin': How Hip Hop Changed the Fashion Industry: How Hip Hop Changed the Fashion Industry (Hip Hop in America)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Free Stylin': How Hip Hop Changed the Fashion Industry: How Hip Hop Changed the Fashion Industry (Hip Hop in America):

0 of 0 people found the following review helpful. Scholarly swaggerBy Marcela LandresMix journalism, history, and

pop culture then add a hefty dose of scholarly swagger to create this eminently readable book that defies categorization.

This book sources interviews with scholars, urban designers, music experts, financial analysts, retailers, and hip hop celebrities to chronicle the compelling story of how hip hop transformed the fashion world and exploded into a \$3 billion clothing industry. A foreword by Daymond John, cofounder of FUBU, star of ABC's *The Shark Tank*, and author of *The Display of Power* and *The Brand Within*; A chronology of 20th-century fashion styles as well as urban fashion from the late 1970s to present; Many photographs of pioneering urban designers, hip hop fashion trends, hip hop celebrities, and more; A multicultural bibliography containing significant materials from the fields of history, music, culture, and fashion

"Free Stylin' is a masterpiece of hip hop history, capturing the essence of hip hop culture by chronicling, in rich and vivid detail, the remarkable untold story of urban fashion's transformation into a multi-billion dollar moneymaker. It is the new standard for studies of hip hop and the generation of young people who made it a global phenomenon." (Hasan Kwame Jeffries, Associate Professor of History, The Ohio State University; Author of *Bloody Lowndes: Civil Rights and Black Power in Alabama's Black Belt*) "As a reporter, Elena Romero was the first to seriously cover the rise of hip-hop fashion. Now she's the first to tell the entire, epic story in *Free Stylin'*. They say that journalists write the rough draft of history. But Romero has written both the first and the last words." (Dan Charnas, author of *The Big Payback: The History of the Business of Hip-Hop*) "In reality hip-hop and fashion have forever been inextricably linked, so an in-print insider's view such as this one from Elena Romero is more than welcomed! Romero's experience and love of hip-hop make her that perfectly-situated someone necessary to the genuine telling of any story. *Free Stylin'* expertly fills many voids in the scholarship and is likely to start and re-start much discussion of an under-appreciated facet of hip-hop history." (Dr. Jared A. Ball is an associate professor of communication studies at Morgan State University and author of *I Mix What I Like! A Mixtape Manifesto*) "An important addition to the field of hip-hop studies, *Freestylin'*, documents a previously untold but crucial chapter of hip-hop history. In the process, Elena Romero gives new meaning to our understanding of the hip-hop explosion as one of the major cultural shifts of our time." (Bakari Kitwana, author of *The Hip-Hop Generation*) "Elena Romero has chronicled one of the most exciting eras in the history of the global fashion industry. She takes us from the origins of Hip-Hop style in the streets, boroughs and clubs of New York to its dominance of the airways and runways of the world. From the 'Streets to the Suites', *Free Stylin'* is a book that every member of the 'Rag Trade' should read; from the entry level account executive, to the chairman of the board, to retail buyers, sociologists, and certainly by students and instructors of apparel design. Not often does one get to witness the creation, rise and dominance of an entirely new cultural and economic phenomenon. All the plays are here: from Snoop Dogg to Fubu. In the last fifty years, only the rise of the computer and subsequently the Internet parallel the monumental impact of Hip-Hop on the global marketplace. *Free Stylin'* is a major historical achievement and it is truly destined to be a Best Seller." (David Rice, Chairman Founder, Organization of Black Designers, Headquarters: Washington, DC) "Free Stylin' vividly reminds me of the early 70's. I had just fallen madly in love with my first pair of converse high-tops (Chuck Taylor's) and the ever budding presence of a subculture. Stylin' and profiling would forever be our mantra and the occurrence and circumstances of that timeline would forever change our lives and the course of history." (DJ Disco Wiz, Hip-Hop Pioneer, Author of *It's Just Begun: The Epic Journey of DJ Disco Wiz, Hip-Hop's First Latino DJ*) "Ms. Romero has written a definitive and well researched telling of the history of urban fashion, chronicling this facet of hip-hop's lucrative tenet, from the streets to the mainstream. This is a must read for students of fashion history and hip-hop curios interested in the documentation of the culture from someone that was there to witness it unfold." (Raquel Cepeda, Writer and Filmmaker) "Free Stylin' remixes the tale of entrepreneurship, hip hop and style. It's a story some of us in hip-hop are partly familiar with having gear become such an important part of our celeb personas. However, *Free Stylin'* educates us all on the commercial history of hip-hop fashion. Romero gives credit where credit is due by telling the stories of fashion pioneers and their brands that would've otherwise gone untold. *Free Stylin'* is hip hop history." (Pete Rock, Producer and Deejay) About the Author Elena Romero teaches fashion journalism and a myriad of media courses as adjunct assistant professor at the Fashion Institute of Technology.