Article Side

Defining Todayâ€™s Streetwear

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Fashion all through the last one hundred years has been constantly going through changes. It is only in recent years that teen culture and the coming out of very eccentric streetwear trends had very much made impact on the current fashion. Todayâ€™s streetstyle corresponds to a certain brand of Suyo clothing design that is identifiable to the influences of Australia. The fifties era was a period of transformation for the West, especially with the manifestation of more updated products preferred by the masses through the media. This was the period when the teenage generation had been immensely influenced and shaped by movies, television, music of various genres, and printed circulated materials. This is the Golden Age in America wherein the younger generation had surplus cash and liberty to splurge with their friends and new-fangled leisure activities. The stylishness of the current streetwear emphasizing Australian designs is mostly concentrated on national pride with influences from various cultures. These influences are manifested in the current fashion. Australian roulette, Cocaine & mojitos designs, Enjoy kings cross, and Pure soya limited edition are exclusive Suyo designs. These along with other garments and products which include polo shirts, â€œhoodies,â€• and other accessories have become the new trends in streetstyle. Different image types are constantly represented on the youth these days. At the same time that printed shirts and other streetwear garments generally show specialized designs and images, accessories like caps are also available in these designs.

As mentioned, the 50â€™s era was known for preppy style garb. During the sixties the hippie styles came about. This emerged as a huge influence from various eastern cultures using beads, front-buttoned coats or overdresses, and others. In the seventies, Indian wear became influential as people started to wear tunics and other stuff. Then the use of polyester had emerged which paved the way for colors and patterns on clothes. Fashion instigated by modern dancing and athletic activities are large bottom pants, jumpsuits, and wrap-around type of clothes. They had become well-known because they were comfortable to wear and may be worn just about anywhere.

During the eighties, the music genre had become the major influence and standard of fashion. The generation of bars, clubs, discos, and lounges had preferred the newer stretchable types of fabric at the time. Most popular pop icons like Madonna, Bruce Springsteen, Michael Jackson, among others proved immensely influential in terms of fashion styles. It is a period in fashion when people liked to wear not only stretch fabrics, but also big shirts or blouses, and tight-fitting pants. A decade after, fashion began to lighten up as the surf trends in styles came about. Surfing had turned out to be so popular to a lot of people especially the young individuals in the nineties. Designs which previously are only found on surf boards started to show on shirts. The comfortable and laid-back nature of board shorts had become the streetwear preferred by both old and young dressers. During the early part of the new millennium, hip-hop style in clothes had resurfaced. This among other unique streetwear fashion had emerged. It includes both local influences as well as international fads.

The streetwear nowadays can best be described emphasizing individuality and distinctiveness. Strong influences from previous trends for everyday clothes remain wearable just about anywhere. Suyo clothing designs is ever-present showing an amalgamation of influences from all generations that have become part of peopleâ€™s lives and society itself.

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Suyo StreetWear provides sophisticated fashion forward clothing inspired by Urban Australian. It make sure that each and every graphic and piece of packaging in it's clothing range is first and foremost a piece of art in motion and aims to bring it to life through the art of fashion.

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