Rocawear Clothing: the Leading Hip Hop Clothing Brand by Stuartgreen

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The surge of hip hop music in the 1980â€™s has emulated the hip hop style of clothing when hip hop artists wear clothing styles that beget their selfdom. Clothing lines have spurted, and even hip hop artists themselves become the creators and designers of their company. Creation of Rocawear Founders of Roc-A-Fella (where Rocawear begets its name) Records, Jay-Z with his partner Damon Dash decided to create Rocawear Clothing line in 2009.

This was when Jay-Z could not find the style of urban clothes he wanted. Rocawear is a private company in New York with once 200 million employees, gathering $ 700 million annual sales in 2005. Jay-Z and Damon teamed up, crafted appealing designs and took millions of sales every single day. Hence, making it one of the top hip hop clothing brands at present.

Together with Kareem Burke, Dash handled the majority of the operative works while Jay-Z and Burke advertised and wore the apparels. The clothing line became more popular when Jay-Z and Burke work in the music industry. The trio has extended their passion to hip hop music by creating the Rocawear clothing label.

Rocawear Overrules the Market Rocawear Years after it was initiated, Rocawear managed to overrule lifestyle apparel in the broad spectrum of consumers. The company has extended its line for kids, babies, socks, handbags, belts, headwear, footwear, underwear, sunglasses and jewelry. The company managed and maintained a vast cover of consumers through company's installation of events, marketing strategies and advertising.

In 2005, Damon Dash quit the group due to irreconcilable differences and sold his share in the company to millions. Likewise after managing the company for 8 years, Jay-Z sold the company to Iconix Brand Group in 2007 for $ 204 million, even though Jay-Z remained to be a marketer, developer and promoter of the brand. From its national recognition in America, Rocawear reached its international significance with stores in Japan, Korea, Europe, Russia and Middle East. Rocawear has its flagship stores in United Kingdom and Europe, catering all of hip-hop and street wear collection, making its presence stronger in UK.

In the spring and summer of 2011, Rocawear launched 100 items of Menswear Collection and 70 pieces of womenâ€™s wear. The price point of Rocawear collection is fair that retailer stores can make a profit; at the same time, giving consumers good quality products.

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