Suyo Streetwear â€“ History of Streetwear Creeping from California into the World by Ralph Augustus

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A great deal of adults in recent times, when they think or hear of urban streetwear at times make the fault of confusing or mixing it up with hip hop wear. Evidently, these are really 2 different types of clothing styles representing 2 different worlds. The fashion of hip hop represents more of the gangster and/or rapper kinds of clothing. On the other hand, urban street wear fashion (such as the Suyo Streetwear brand) has a way different origin and history, in which its beginnings in Southern California skaters and surfers began to develop a truly unique style of fashion that started to be known as surf wear or skate wear. In addition, there was a single individual who became well-known in this industry, and he was Shawn Stussy.

Shawn Stussy was a popular surfer who thought of the idea of generating his personal line of surf shirts and boards in which he began to put his own unique tag on them. As his popularity as a surfer began to rise, the popularity of his signature surf shirts and boards started to rise as well. They were so in style that the â€˜brandâ€™ began to retail well not only in Southern California but all over the United States too.

The popularity of streetwear did not only catch on in the US but ultimately went on to turn out to be a huge hit in Japan as well. The Japanese form of street wear was a little different because in Japan, design was more focused on the well-liked anime cartoons that nearly everybody in the nation was watching in those times. As a result, by the first part of 1990s, such anime street wear style eventually trickled back over into the US and they also began to embrace it as an accepted fashion amongst young urban teenagers.

The last continent to follow this urban street wear style was Europe, though they also developed their own distinct style that was headed by the fashionable brand names like Fly53 and Volcom.

Eventually, countries near Asia, like Australia, also began to adopt such various street wear forms, evident by brands such as Suyo Streetwear.

The last population group to catch on such very popular type of urban clothing style is the female populace, as now well-known companies like Gentle Fawn started their own clothing line made simply for young urban teen women. Street wear did not only create a truly popular kind of fashion, but was as well a terrific way to bring teens, and actually individuals of all ages, from various urban cultures around the globe through their shared interest in clothing fashion.

If one is into urban street wear fashion, he could check out numerous online stores like the Suyo Streetwear site to buy clothes. Suyo Streetwear also has a newsletter that anybody could subscribe to and get updates about their products such as sales and/or promos. One could also find countless of online articles, like this one, about street wear if he simply wants to know more.

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Ralph Augustus - About Author:
Suyo StreatWear 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.

Sign up here at a Suyo StreetWear to get Newsletter from us.

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