When it comes to planning outfits Charlie utilizes minimalism and subtle high-end fashion. His main goal is to keep things comfortable. This means loose fitting, soft material, and high quality clothing. These are three reasons why he buys and wears Supreme. Many reasons people wear these brands is to flex, while Charlie tries to be more subtle with his outfits, he likes to pair hype clothing with vintage and thrift store fins. The mixture between hype clothing and vintage Streetwear is the perfect blend to create an ideal outfit. His taste for fashion has developed since high school as he collected and wore Jordans but his current focus has been on his own clothing line that involves a vintage/minimal look.

Growing up in Brooklyn, Mohammad has been intrigued with Streetwear culture since a teenager. Moe uses different colors to compliment each other, rather than exactly match. A reason he does this is because he feels it allows him to create a better flow to his whole outfit, rather than highlighting a specific article of clothing. Being a part of the Streetwear culture is a way for Moe to express his style and to present his own unique image. He states, “I like to have the whole fit showing off, not one specific item but everything is equally important between the pants, shoes, or even the laces.” Moe wears Supreme because he respects their confidence to be able to release items, regardless of public opinion, that sell out instantly across the world. Streetwear is about being a part of the culture for Moe. He remembers camping out for shoes and his struggles at a young age to buy the latest release. These memories created an even further bond between the item bought and himself, as the story of acquiring an item can be worth more than the item itself.

Being a fan of a variety of brands, Brian tries to not show off one specific article of clothing but use a variety of brands to create an ideal look. As you can see Brian is wearing a camouflage Huf hoodie, paired with a floral Supreme hat, and checkered Vans. While Brian typically wears subtle outfits, the day I met him he wanted to try out different patterns to create what he is wearing. When buying clothing, he does not have a specific brand he goes after. The exclusivity of brands like Supreme do not draw him into wearing it. It’s all about what he likes and he likes the subtle logos and branding used in a variety of Streetwear companies but he prefers Huf. He believes Huf has some of the best collaborations and color ways that fit his particular style.

Vic grew up in the Bronx and that has heavily influenced his style. Growing up in the city meant growing up in the ‘now’ culture, therefore he has long been a fan of brands like Kith and Jordan. His daily outfit tends to not be built around a single piece as he would rather have his whole outfit flow together. As shown with the subtle matching between his olive Kith hat and Kith Champion hoodie, his shoes match his classic Adidas joggers and Bordeaux 7’s. Even though he enjoys high-end fashion, he believes it is important not to be overly hyped with too many logos. He is not a fan of overly flashy colors and prefers to match his clothing with the season. Bright colors in the summer with darker colors in winter.

This allows him to buy an item at retail and resell it for a much higher rate. The more hype surrounding a particular item is what fuels his drive for wanting to own it. His daily outfits include pieces that are highly sought after by hypebeast but for him, wearing hype pieces is a daily occurrence. This style can create loud and hype outfits that show off his taste for expensive Streetwear brands. Pictured wearing a Supreme x TNF Metallic gold parka, paired with the Supreme Ladybug shirt are examples of how he is paying attention to the latest drops and collaborations by Supreme. These pieces are combined with a pair of classic Chicago 1’s, 3m Repeat Supreme backpack, a vintage Buffalo Bills snapback and a Bape hoodie, this combination is easily valued at over $1,500 retail.

Chris has been collecting Supreme and other brands for a couple of years. He says his style and community of friends have developed his interest in Streetwear. Before attending UB he did not pay attention to Streetwear brands because he grew up in a small blue collar town. Attending UB allowed him to get a sense of the now culture and has peaked his interest in Streetwear brands. Pictured wearing a Supreme collegiate hoodie and Supreme leather strap hat, he likes to match his clothing by brands and color. His violet hoodie matches the faded style of the hat that has a pink Supreme script logo on the front. He says that he enjoys wearing loud and vibrant colors, hence the violet colored hoodie. Along with wearing unique color’s his favorite part of his outfit can be his crazy combination of socks he wears with them.