

70s and 80s Black Musicians as Fashion Icons

Simone Hare



TABLE OF CONTENTS

01 Context on Social Climate

02 Music Timeline

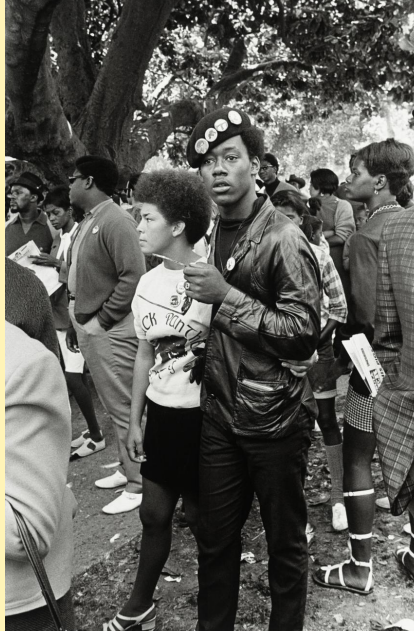
03 3 Fashion Icons

04 Legacy



Context

- Post Civil rights era– (1964 Civil Rights Act)– legal gains but ongoing inequalities
- Underfunded black communities and overpoliced
- Black Women excluded from mainstream beauty
- Rise of **Black power movement**
- Afrocentric Pride– Natural Hair, African Prints, etc.
- Art and Music became forms of Black pride and culture



Types of Black Music

(Late 60s– 70s)

Soul/R&B



Became protest music during Civil Rights and carried into the 70s (Marvin Gaye, Aretha Franklin)

(Late 60s–70s)

Funk



Type of dance music evolving from R&B, soul, and jazz music. Celebrated Black culture. Credited to James Brown.

(Mid 70s–80s)

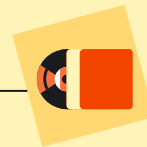
Disco



Born in underground Black, Brown, and Queer clubs. Emphasizes freedom, dance, and glamour as escape from social and political issues.

(late 70s–90s)

HipHop



Emerged in the Bronx in Black and Brown neighborhoods. Gave voice to urban youth. Community driven.



Black Musician- Fashion Icons

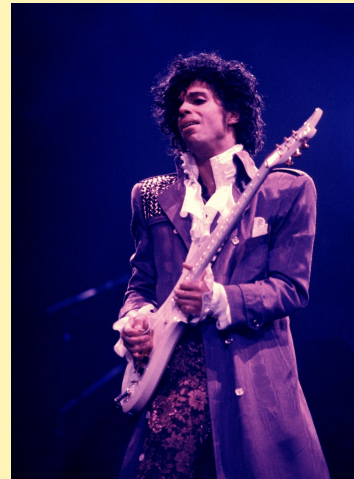
1: Diana Ross

- Lead singer of The Supremes before becoming solo artist in 70s
- Known for her bold natural hair and dramatic makeup
- Sequined gowns and glamorous boas
- Blended Hollywood glam with bold, Black Femininity
- Represented Black women's beauty during time when they were excluded from high fashion



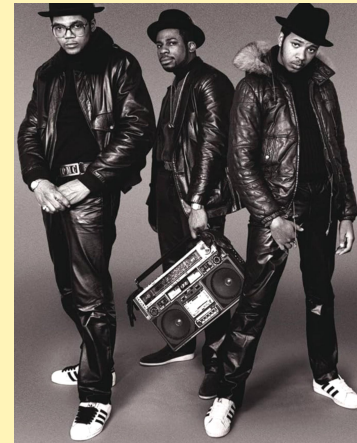
2: Prince

- Rose to fame in 70s, became global icon in 80s with Purple Rain album
- Blend of funk, rock, pop, and R&B
- Challenged gender norms with bold androgynous fashion
- Lace, ruffles, heels, makeup, bright colors
- Helped redefine Black masculinity



3: Run DMC

- Formed in '82 (**Members:** Joseph "Run" Simmons, Darryl "DMC" McDaniels and Jason "Jam Master Jay" Mizell)
- One of first hip hop groups to achieve mainstream success
- **Rejected flashy stage costumes** (opposite of disco and funk artists)
- New York Street style in Black and Brown Neighborhoods
- Adidas Track Suits and shoes, Fedoras and Bucket hats, gold chains and leather Jackets– Casual wear making music more authentic
- Emphasizing accessibility to community and unity
- Laid groundwork for hip hop fashion as billion dollar industry



Legacy



- Diana Ross, Prince, and Run DMC each reshaped fashion in their own genres and became icons of the era
- Style expressed identity, pride, and rebellion
- Set foundation for the intersection of music and fashion today
- Still see Black musicians today as fashion icons...

Pharrell Williams

- Appointed Mens Creative Director of Louis Vuitton in Feb. 2023
- Debuted first collection for the brand Spring/Summer 2024



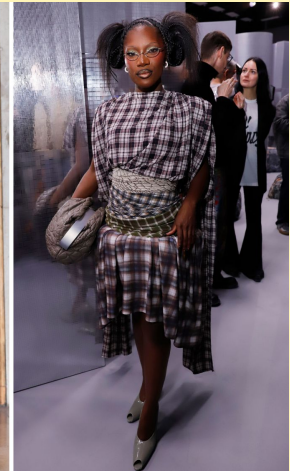
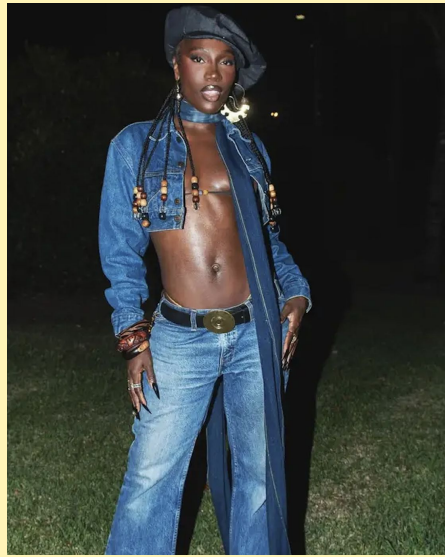
Erykah Badu

- Received Fashion Icon Award of the Year at 2024 Council of Fashion Designer of America (CFDA)
- Style has been so heavily inspired by her culture



Doechii

- Her Looks at Paris Fashion week took over fashion media
- Inspiration for young Black female youth





Thank you!

Sources

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