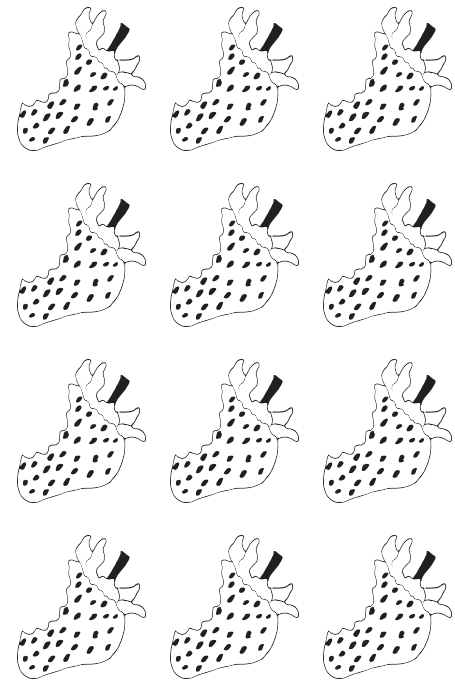


*Im a
Gucci
Hoodie
Kinda
Kid*



*Im a
Gucci
Hoodie
Kinda
Kid*

Clout culture has become a recent fascination of mine. Simply because I don't know where exactly I stand on it. From a personal viewpoint it is utterly terrible. Representative of a capitalist structure which places influence and social status on material goods. It's a culture formed around mass appeal. A frantic desire to fit in and constantly having the newest thing. The superfluous spending of wealth on full display. Yet, from a design standpoint I love it. It's a culture based in design not just influenced by it. These are design objects which have been elevated to a position of

power. Objects which challenge our understanding, as designers, of our place in the commercial realm. Simultaneously embracing the commercial aspects of design while subverting them. So have you cop'd them fresh Yeezys yet?

power. Objects which challenge our understanding, as designers, of our place in the commercial realm. Simultaneously embracing the commercial aspects of design while subverting them. So have you cop'd them fresh Yeezys yet?

Clout culture has become a recent fascination of mine. Simply because I don't know where exactly I stand on it. From a personal viewpoint it is utterly terrible. Representative of a capitalist structure which places influence and social status on material goods. It's a culture formed around mass appeal. A frantic desire to fit in and constantly having the newest thing. The superfluous spending of wealth on full display. Yet, from a design standpoint I love it. It's a culture based in design not just influenced by it. These are design objects which have been elevated to a position of

power. Objects which challenge our understanding, as designers, of our place in the commercial realm. Simultaneously embracing the commercial aspects of design while subverting them. So have you cop'd them fresh Yeezys yet?

i run that
clout gang

flex on
'em hoes



im relatable cause
i wear louis vuitton

lets snag these
new gucci slides

i run that
clout gang

flex on
'em hoes



im relatable cause
i wear louis vuitton

lets snag these
new gucci slides