



TRENDSETTING

☞ **Forced segregation led to trends/subcultures unique to African-Americans.** Trends in music, dance, and fashion usually **started underground** in tight-knit Black communities before **spreading mainstream.**



MUSIC

- ☞ Two of the **earliest innovators of Hip Hop and Rap** were DJ Kool Herc and Grandmaster Flash.
 - The Jamaican DJ, **Kool Herc**, was known for using **massive speaker systems** and **multiple turntables** to create “**break beats**,” an endless groove of dance beats. Like all early disc jockeys, Kool Herc used **beats from all types of music**—from rock to soul— **breaking down artificial barriers** between different musical categories.

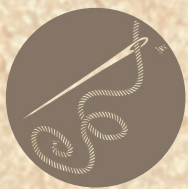
Source: *The African-American Experience*, 1999



DANCE

- ☞ **The cakewalk was the first dance created by Blacks in 1891.** The dance was **brought to Broadway in the 1893** production of The Creole Show and was later **popularized by Non-Hispanic Whites.**
- ☞ **The Twist dates back to the 19th century from the Congo during slavery**—but was **popularized in the 1950s by Chubby Checker**—one of the first dances to become a **worldwide dance craze.**

Source: <http://www.vam.ac.uk/content/articles/h/history-of-black-dance-20th-century-black-american-dance>



FASHION

- ☞ **Church styles in Black culture influenced Southern fashion trends**—like ornate detailing like bows, ribbons, and wide-brim hats. Black slaves would put on their “**Sunday’s Best**” or **finest attire** to transform themselves from being a **slave to a saint.**

http://www.huffingtonpost.com/danielle-james/the-illustrative-identity_b_6519244.html



BLACK HISTORY MONTH

TRENDS & THE ARTS

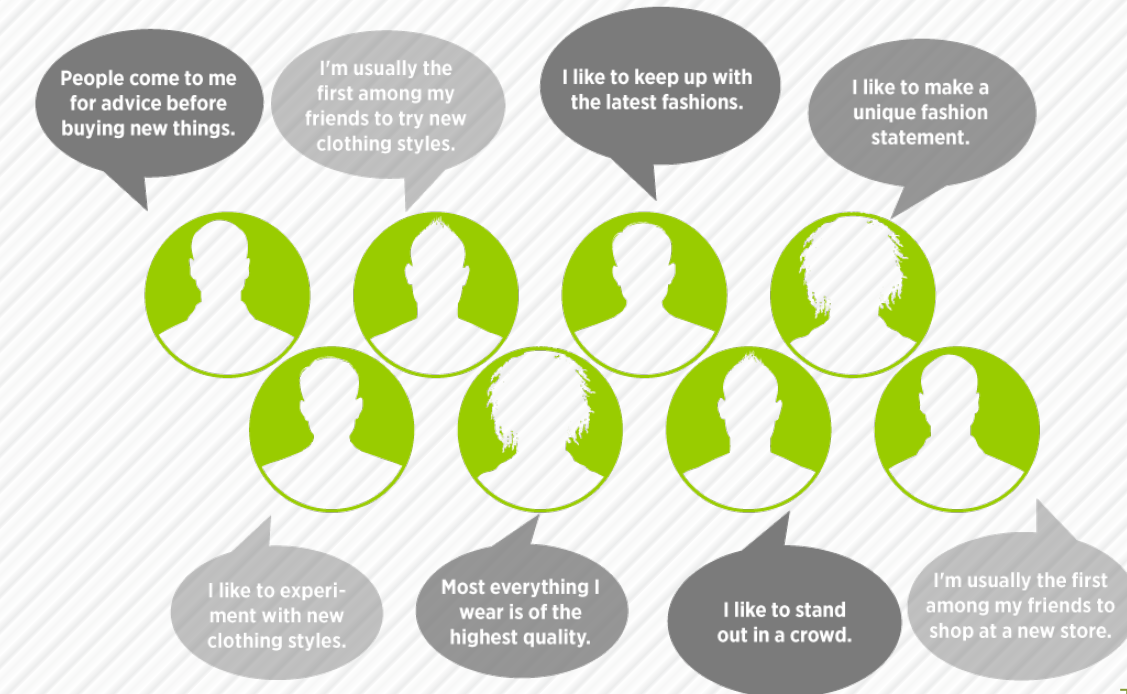
“The present always contains the past, and the past always shapes who we are and who we will be.”

“Social dance isn’t choreographed by any one person; it can’t be traced to any one moment.”

Camille A. Brown
(choreographer)



Market research publisher, *Packaged Facts*, reveals that **Black males** are more likely than the average consumer to agree with shopping-related psychographics **indicating their status as retail trendsetters.** These include above-average agreement that:



The **most popular artists among African-American youth** include: Drake, Beyoncé, Fetty Wap, Rihanna, Chris Brown, Nicki Minaj, and Fifth Harmony.

Source: *YouthBeat*®



- **Hip Hop dance is mainstream and has caught on outside the Black community.** Most recent dance crazes include: “the Dab,” “Juju on that Beat,” “Hit the Quan,” “the Whip/Nae Nae,” and “Shmoney.”

Source: <http://www.rollingstone.com/music/lists/2015s-hottest-dance-crazes-the-dab-hit-the-quan-and-beyond-20151130>



- In the 1980s, **hip hop culture had a profound influence on fashion.** Blacks would retrofit second-hand or counterfeit **luxury brands** and make them their own. Brands like **Gucci and Louis Vuitton** were **status symbols** that represented success and buy-in to the “**American Club.**”

Source: *Journal of Consumer Culture: How Blacks Use Consumption to Shape their Collective Identity*

- According to *Forbes*, a sizable chunk of **Nike’s revenue comes from its Jordan Brand** subsidiary, which controlled **58% of the U.S. basketball shoe market in 2012.**



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MUSIC



DANCE



FASHION

SO WHAT?

- ☞ Being natural trendsetters positions Blacks as ideal agents of change and influence for brands seeking ambassadors for new products and “up-and-coming” lifestyle innovations. Because of their impactful, influential nature, marketers should look to this group as a way to help their brands emerge from a smaller—or even underground—context to mainstream pop culture.

culturebeat
The multicultural research division of C+R Research.

For more information, contact Jorge Martinez at jorgem@crresearch.com or Ashleigh Williams at ashleighw@crresearch.com—or visit crresearch.com