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.

The multicultural research division of C+R Research.

In the 1980s, Hip Hop dance is mainstream and has caught on outside the Black community. According to

WHAT

SO

WHAT

Church styles in Black culture influenced Southern fashion trends—like ornate detailing like doves, 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.

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—and was popularized in the 1950s by Chubby Checker—one of the first dances to become a worldwide dance craze.

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

SO

WHAT

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

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.”

TRENDSETTING

MUSIC

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DANCE

FASHION

DANCE

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