

# APPAREL FINDINGS DOCUMENT

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THESIS

Cleveland Institute of Art

May.6 2020



# Problem Statement

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In the United States, racism has been a problem since the establishment of this country. And it hasn't gone away in the slightest, especially with the rise of social media. It only becomes more apparent that there is a problem. This discrimination and hate of people because of their ethnicity or the color of their skin, leads to a lack of pride, self-worth, and confidence that other Americans might not face in everyday life.

# My Story

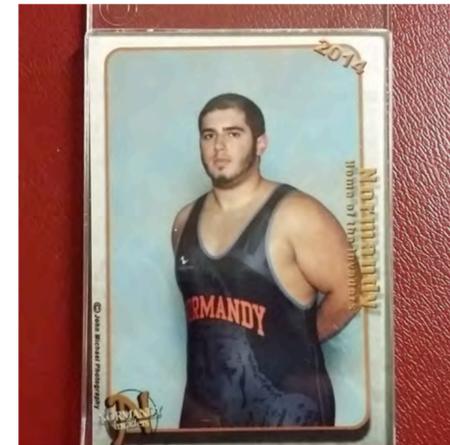
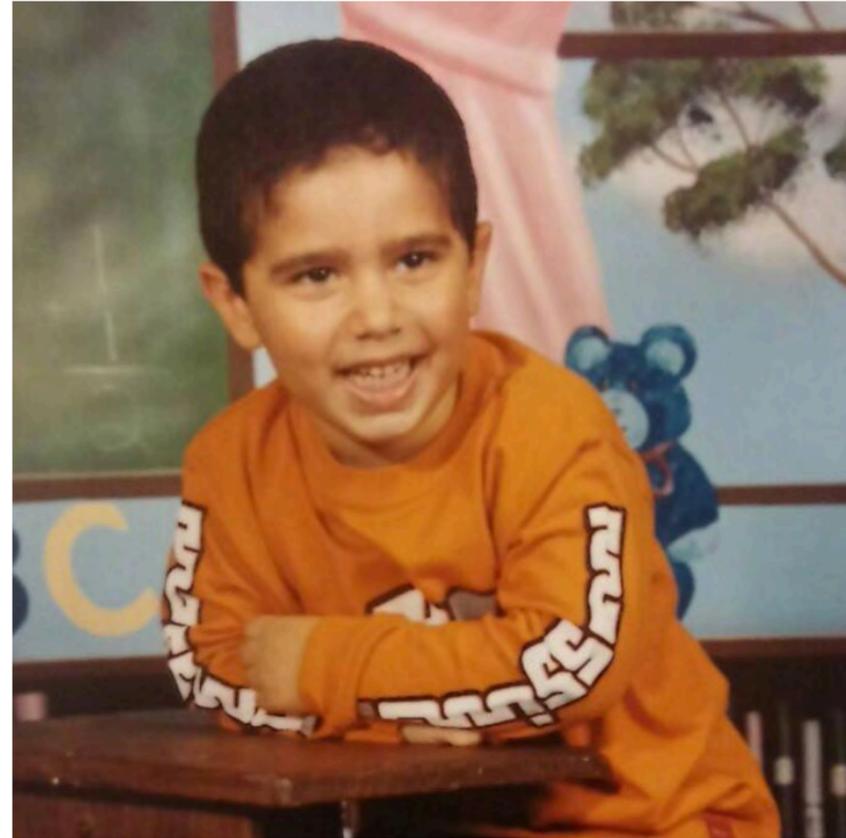
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Ethnically, I have always identified as a mutt of some sort. I am Italian on my father's side but Puerto Rican and Salvadoran on my mother's side. Growing up I spent almost every day with the Latino side of my family, meaning I grew up very much immersed in Hispanic Culture. This was the norm until I was 12, they moved, and I started to become disconnected from them and the culture I had been so ingrained in. In Middle School, I longed for that culture and people I missed so much, but things began to change in High School.

Growing up in a school system where there weren't many people who looked like me and being disconnected from my heritage, quickly made me feel like I was a stranger to myself. I felt almost ashamed of the fact that I was different and subconsciously worked to make myself just like everyone else. That feeling of "fitting in" later turned into a feeling of loss during my senior year as I started to long for the cultural connections and experiences that had made me stand out and formed my identity when I was younger and wishing I had more contact with and more of an understanding of the culture on the Italian side of my family.

These feelings conflicted with the messages I was receiving from the outside world. Everything around me told me that I should be glad to be perceived as a white man. I saw a story on the news about a shooting at a Dallas, Texas Walmart where the shooter's only motive was to kill Mexicans. As children, I remember my family coaching us on how to interact with police, and hearing my aunt be terrified that her son, who is darker than my sister and I, would be shot or beaten simply because of his skin color. And even today, I experience racial slurs that don't even attack the ethnicity I am.

Now, I see representatives of color who have been elected by the people still being told to go back to where they came from. To be clear, this country has allowed my family to create a better now for my generation, but that has come at a cost; feeling persecuted simply for looking different and having different customs, even though we've lived here my whole life. We need to remind ourselves as a country that we can all be proud of where we come from, and I want to help others who have shared these feelings and experiences to do that.



The United States Census in 2018 says that there are

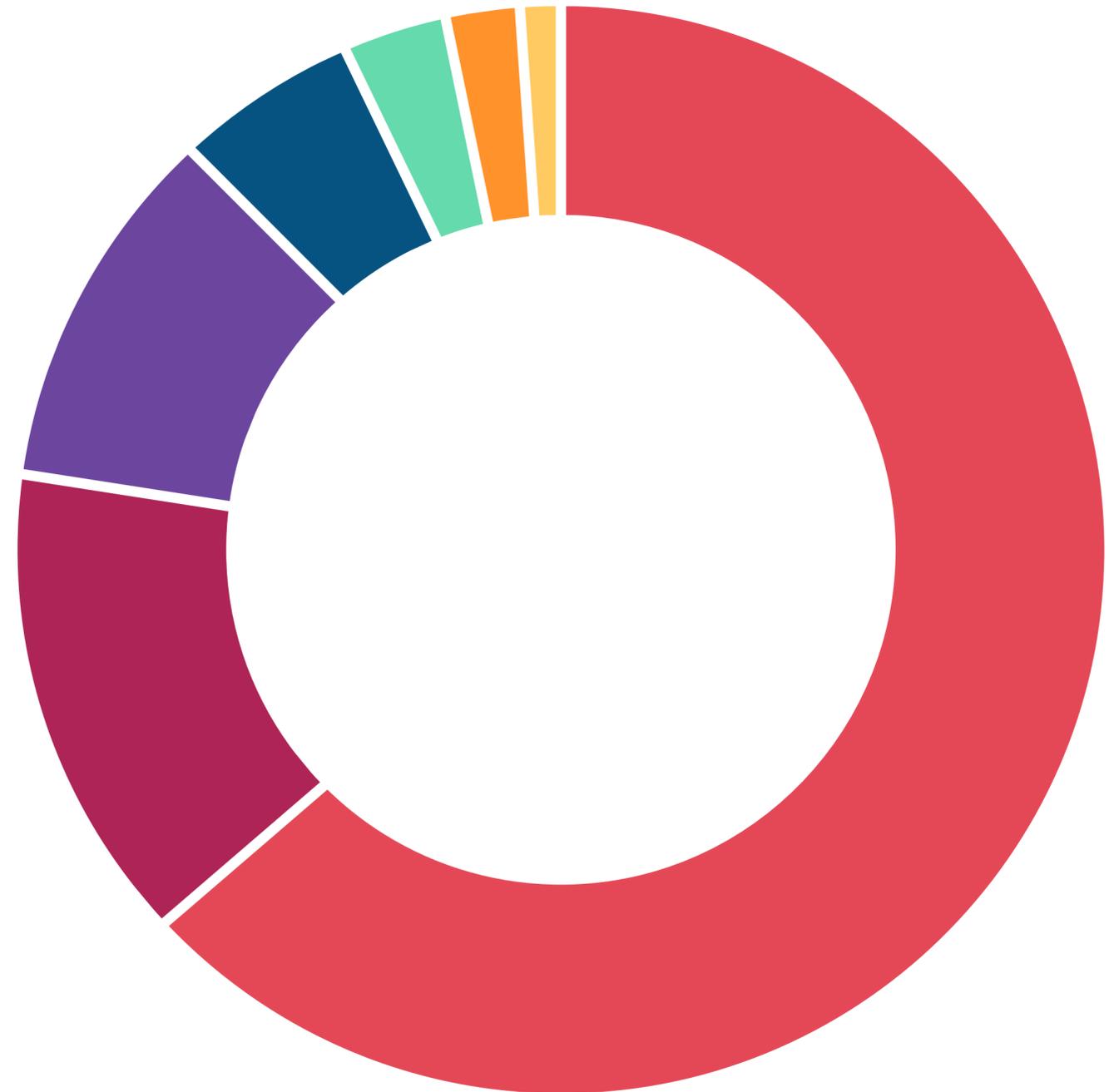
327,167,434

Living in The United States

## Census Breakdown

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- White Alone, 60.4%
- Hispanic or Latinx, 18.3%
- Black or African American, 13.4%
- Asian Alone, 5.9%
- Two or more Races, 2.7%
- Native American, 1.3%
- Native Hawaiian/Pacific Islander, 0.2%



## FBI DataBase

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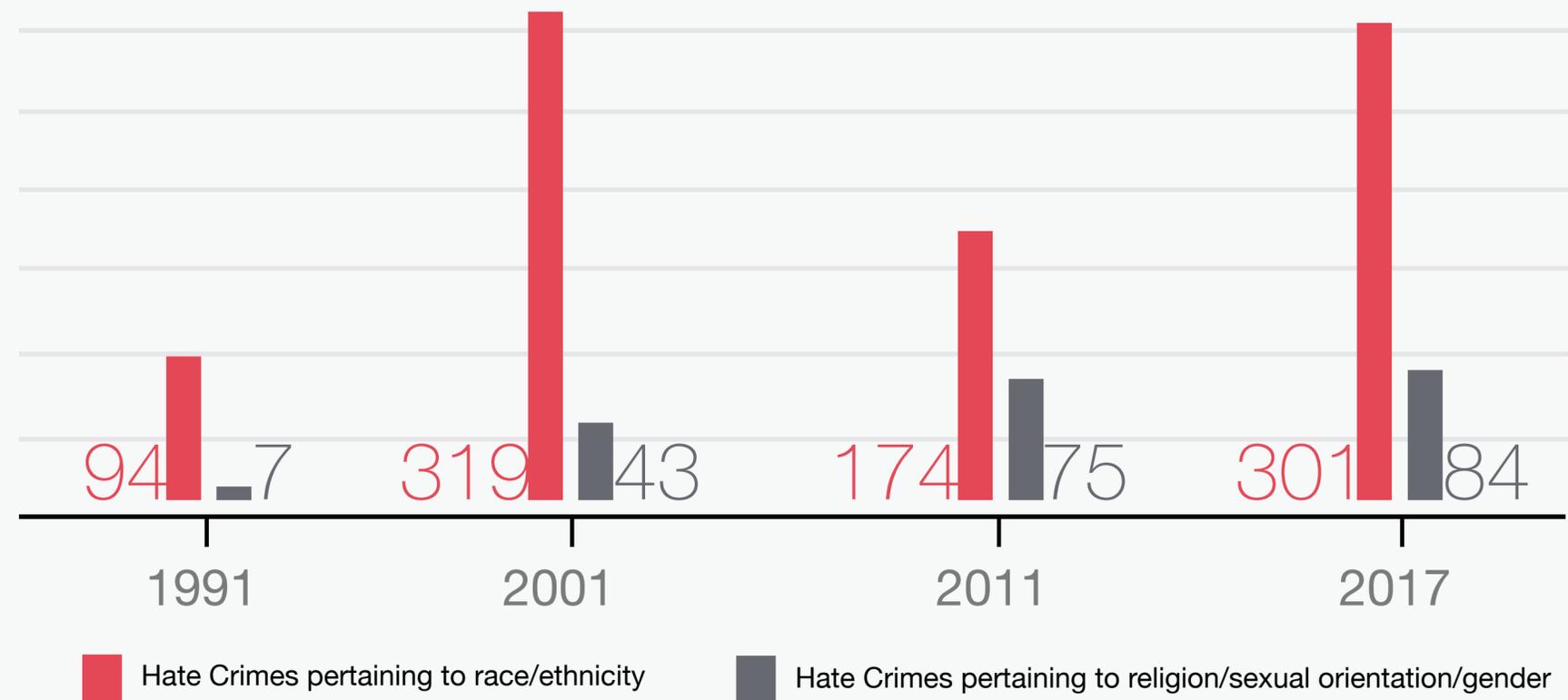
On April 23, 1990, Congress passed the Hate Crime Statistics Act, 28 U.S.C. § 534, which required the attorney general to collect data “about crimes that manifest evidence of prejudice based on race, religion, sexual orientation, or ethnicity.”

The FBI found that in 2017 there were 4,131 incidence of hate crimes based on ethnicity or race of the victim, and here is how the numbers break down...



# Ohio

Hate Crimes by incident in the state of Ohio

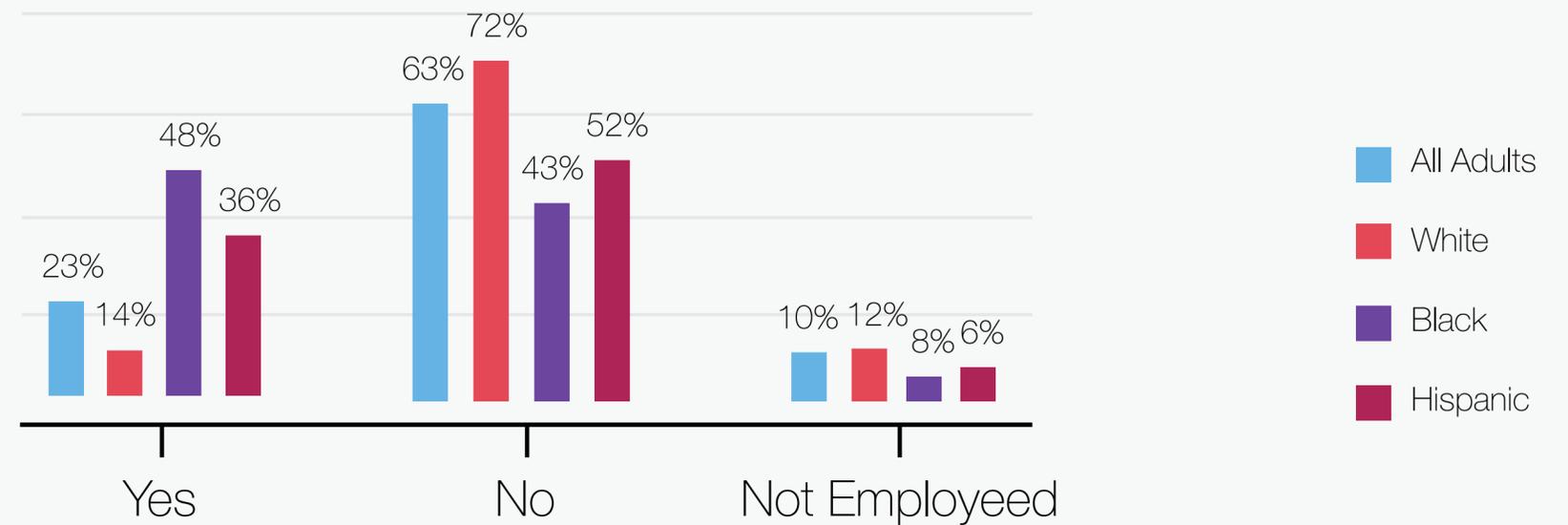


# NBC Survey

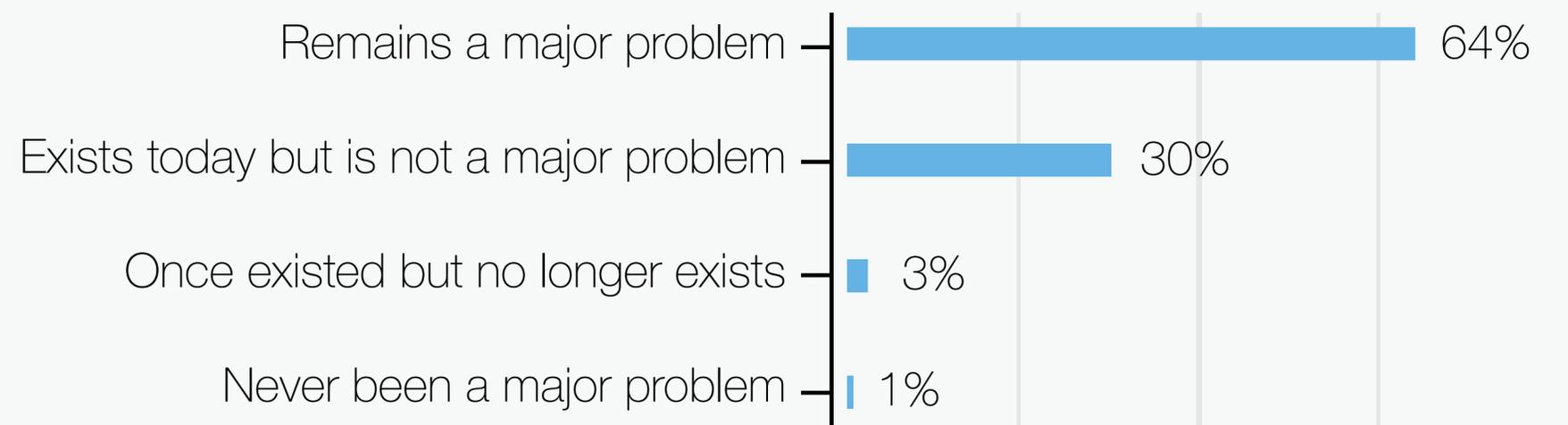
The NBC News|SurveyMonkey poll was conducted online from Monday, May 14 through Monday, May 21, 2018. Results are among a national sample of 6,518 adults aged 18 and over. The error estimate for all adults is plus or minus 1.5 percentage points.



## Experienced discrimination in the workplace based on race?



## Would you say that racism in American society & politics...



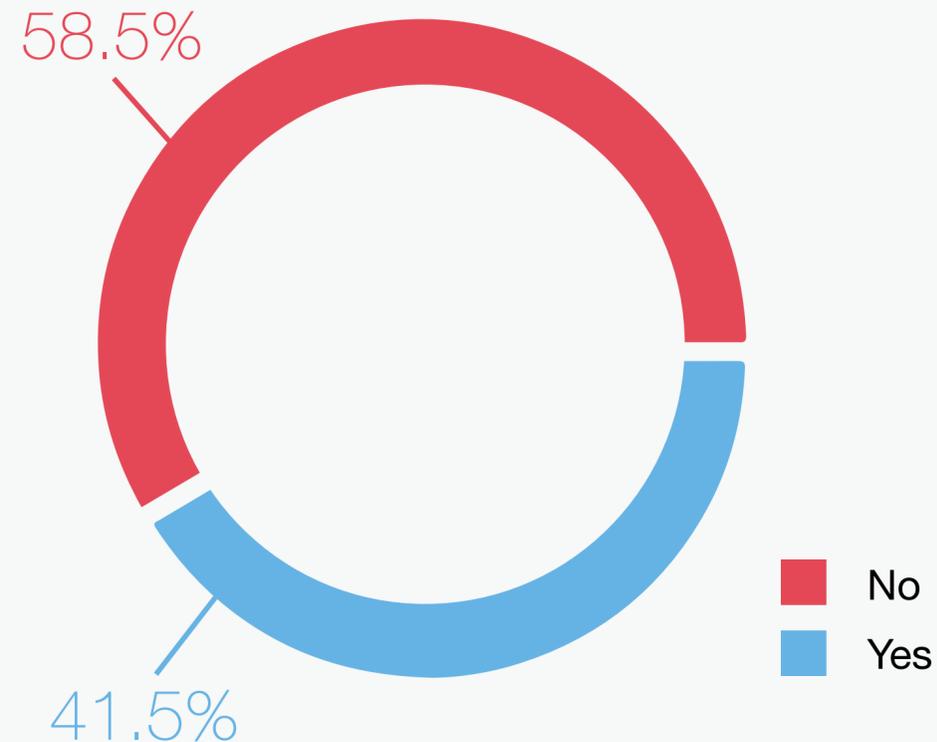
# My Survey

53  
Responses

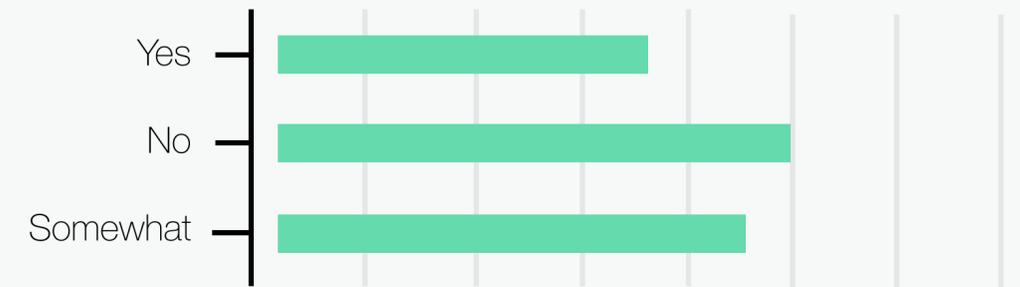
## What do you ethnically identify as?



## Do you consider yourself a person of color?

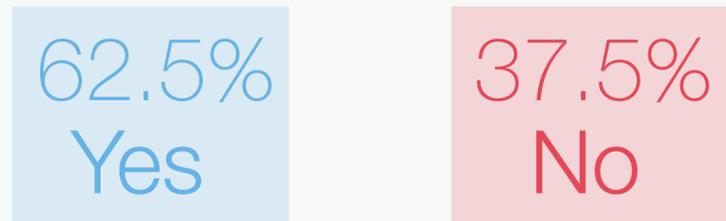


## Do you see representation of your ethnicity in popular media?

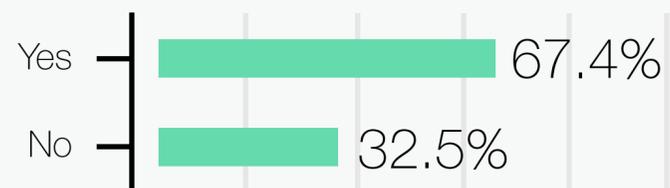


“ Very little, usually as a stereotype or the butt of a joke, or in political media.

## Have you ever been uncomfortable because of your ethnicity?



## Do you think your ethnic group(s) visibility has changed within the last 10-15 years?



## How do you show pride in your ethnicity/cultural heritage?

“ I keep engaged with current events in Lebanon, cook and eat our food, and speak up about my experiences as a Lebanese person when I have the opportunity to.

## Do you think your ethnicity/culture has impacted the pop culture of America?

“ Yes, there's a ton of Hispanic and Spanish speaking people in America which then impacts music and art. However, you don't see a lot of hispanic impact on pop culture when it comes to fashion.

# Thesis Statement

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In the United States diversity is often suppressed, and racism is becoming more and more normalized in the public atmosphere. Americans from diverse backgrounds need something that allows them to show pride in who they are ethnically and speak out against forces that try to disparage their heritage. My method of achieving this goal is a clothing line.

# Stakeholders

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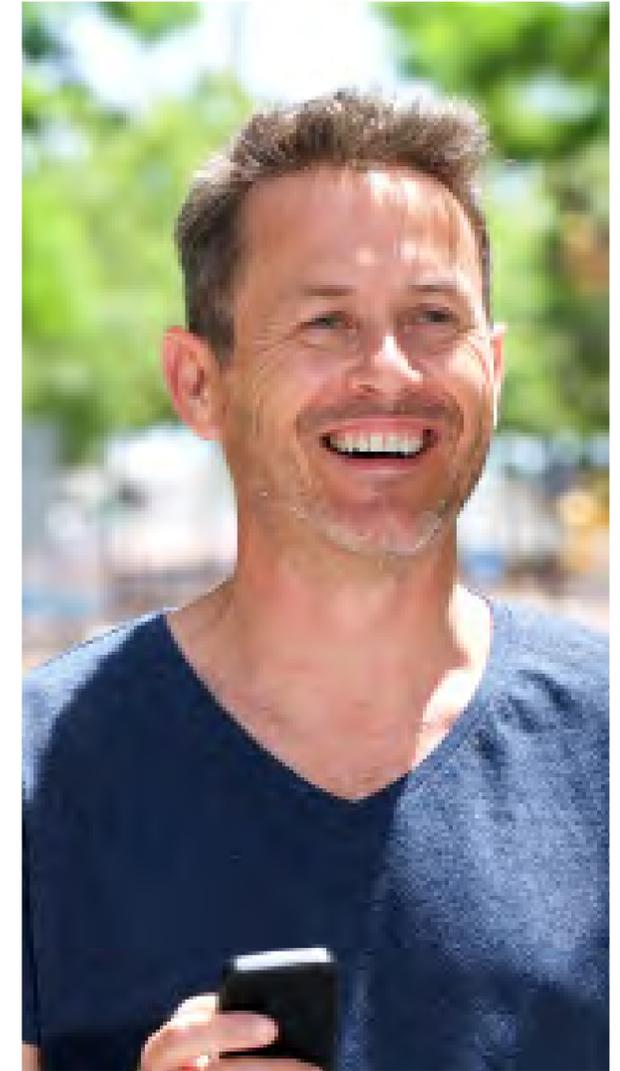
**Primary**

Someone lacking pride



**Secondary**

Fashion Enthusiasts



**Tertiary**

Clothing Store Owners

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If you're not invited to the party,  
**throw your own.**



Diahann Carroll

# THE PEOPLE



## The Brand

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THE PEOPLE Apparel is a movement that focuses on pride in ethnic diversity. I want to show people from all walks of life that they can be proud of who they are and where they come from.



## Why Clothing?

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Growing up in Cleveland there is a lot of criticism and commentary on the city and the people living here. This goes all the way back to the 1960's "Mistake on the Lake", which compared the city to some of the worst places in the world. We know what its laike to be the butt of a joke. But growing up in Cleveland I've come to believe that one of the only ways we can be proud of our city is to celebrate the people from tand who live in the city! CLE Clothing Co., GV+Art and Design, iTHY are the hometown inspirations I've looked towards while also looking at other companies like FUBU, and The Marathon Clothing Co.

I will be doing this by using one of our biggest and loudest forms of expression, the clothing that we all wear. I truly believe clothing is one of our most powerful ways to express ourselves as individuals. You can show support, personality, emotion all through a t-shirt. The industry I will specifically be targeting is streetwear. Streetwear is a culture and industry that lends itself to a lot of diversity in how brands express themselves. This is the perfect industry to base my idea in. This opens up potential collaborations with artists that align with the ideals of the brand, without being constrained to a specific style or look. The clothing that i will be focusing on will be T-shirts, pullovers, and jackets.



## History

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Streetwear today is known for being big box logos of brands that shout “look at me I’m a hypebeast”. It is known for its big collaborations like SUPREME X LOUIS VUITTON and OFF WHITE X Nike. But streetwear didn’t start out like this.

Streetwear started as a small movement of kids and young adults who had a lot going against them. The skaters, surfers and hip hop communities primarily. These kids didn’t have the money for the expensive clothing that was traditionally looked at as high class, and hated the messages that the fashion industry would send out to those that couldn’t afford to pay for the best of clothes. Streetwear was born to counter this messaging, and became this way of expressing yourself not previously explored by the fashion industry. Streetwear was anti-conformity at its purest, and different brands brought different messaging. The industry stuck with t-shirts, hoodies and jackets because they were affordable.

*This is were appropriation of other brands became so popular. Back then, it meant something.*

Main Logo

**THE  
PEOPLE**

Slogan

**PRIDE  
IN  
DIVERSITY**

Brand Text

**Helvetica Neue**

Helvetica Neue<sub>thin</sub>

Helvetica Neue<sub>ultralight</sub>



*Size Tag*



*Hang Tag*



*Jock Tag*



# THE PEOPLE

APPAREL





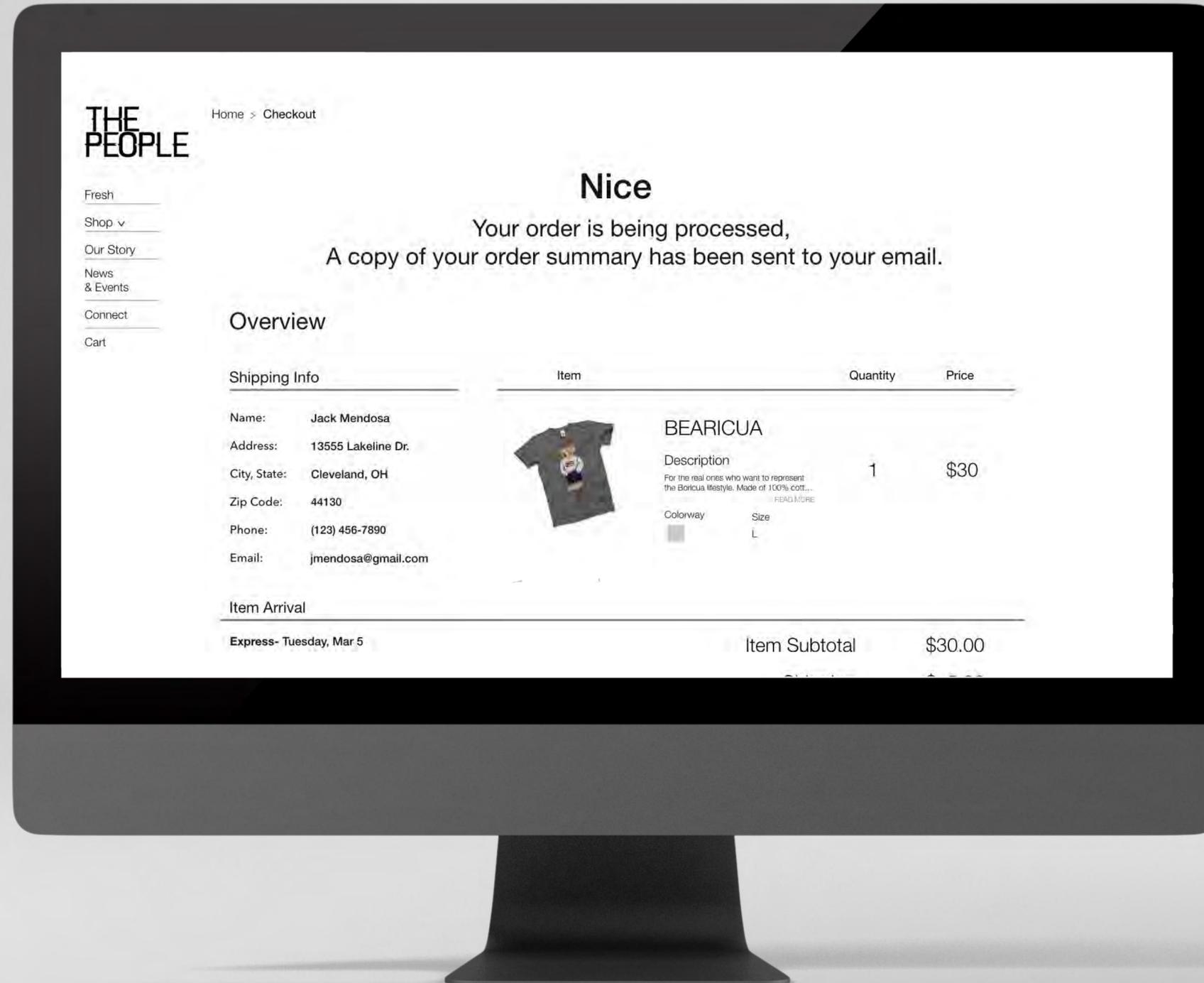








THE  
PEOPLE  
ONLINE



# CITATIONS

FBI- <https://ucr.fbi.gov/hate-crime/2017/tables/table-1.xls>

US CENSUS- <https://www.census.gov/quickfacts/fact/table/US/RHI125218>

NBC News Survey Results- [http://media1.s-nbcnews.com/i/today/z\\_creative/NBCNewsSurveyMonkey%20PollToplines\\_Methodology5.29.pdf](http://media1.s-nbcnews.com/i/today/z_creative/NBCNewsSurveyMonkey%20PollToplines_Methodology5.29.pdf) or  
<https://www.nbcnews.com/politics/politics-news/poll-64-percent-americans-say-racism-remains-major-problem-n877536>

THANK  
YOU