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a streetwear zine



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Streetwear Aesthetic

The Evolution and Cultural Impact of Streetwear

Streetwear has become one of the most influential forces in modern fashion, emerging from niche subcultures and evolving into a global movement that blends art, identity, and community. Its origins lie in skateboarding, hip-hop, punk and surfing

scenes where young people repurposed clothing as a form of rebellion and self-definition. What began as practical, durable attire slowly grew into a recognizable aesthetic rooted in authenticity and cultural expression. Over time,

streetwear transformed from an underground style into a mainstream commercial powerhouse, reshaping traditional fashion norms and drawing widespread attention from major brands.

“The ‘hype’ culture-driven by limited releases, influencer endorsements, and resale markets- became a defining feature of the modern streetwear aesthetic.”

Key Features & Cultural Significance

As it developed, streetwear established itself through three central features: comfort, versatility, and cultural storytelling. Hoodies, graphic tees, sneakers, and oversized silhouettes became symbolic pieces that expressed both individuality and shared belonging. Brands like Supreme, Stüssy, and A Bathing Ape helped define Social media further accelerated this rise, enabling global visibility and allowing young creators to participate in shaping trends rather than

Streetwear in Contemporary Culture

Today, streetwear continues to expand its influence by merging with luxury fashion, high art, and digital culture. Collaborations between designers such as Virgil Abloh, musicians, athletes, and major fashion houses demonstrate that streetwear is no longer confined to a single community but instead functions as a bridge across cultural

Streetwear as Identity and Expression

More importantly, streetwear reflects broader social conversations about identity, creativity, and representation. It empowers people to express who they are and where they come from while staying connected to a culture built on innovation and community. As it grows, streetwear will keep

FROM FAST FASHION TO INFORMED CHOICES

How Conscious Consumers Are Shaping Streetwear

Fast fashion has dominated for years, offering affordability at the cost of quality and environmental impact. Today, a noticeable shift is underway. Millennials, Gen Z, and the emerging Gen Alpha are increasingly aware of how their purchases affect the planet. Fashion, and streetwear in particular, is now seen through a conscious lens - where values matter as much as

Transparency, ethical production, and durability are becoming essential criteria. Social media amplifies this mindset, showcasing the real cost of fast fashion and highlighting brands taking responsible approaches. Streetwear consumers are embracing the philosophy of “own less, but choose better”, aligning personal identity

Sustainability extends that identity, allowing individuals to communicate their ideals through what they wear. Independent designers and major labels alike are experimenting with recycled fabrics, slow production, and low-impact materials. Our magazine highlights this evolution - where style and responsibility coexist.



Image Credit: Kiko Camaclang



Image Credit: Francois Le Nguyen



Image Credit: Charles Etoroma

WEARING VALUES, NOT JUST CLOTHES

Fashion as a Statement of Self

Streetwear isn't just fabric - it's an attitude. Young consumers are drawn to styles that represent their beliefs and passions. Wearing a recycled hoodie or ethically produced sneaker becomes an emotional statement, signaling both personal taste and social responsibility. The emotional connection goes beyond clothing - it's about community. Sharing knowledge about sustainable brands, swapping or upcycling pieces, and engaging in conscious consumption strengthen cultural bonds.

Streetwear becomes a medium to express creativity, individuality, and awareness simultaneously.

"Fashion isn't just what you wear - it's what you stand for."

Designers are responding by crafting collections that prioritize impact and aesthetics equally. For example, U.K.-based Palace Skateboards has implemented sustainable initiatives, such as eco-friendly trims and badges. The modern streetwear



Image Credit: Anya Chernykh



Image Credit: Timeo Buehrer

Balancing Style and Responsibility

Hype Culture Meets Mindful Choices

It's no secret that hype drives streetwear. Limited releases, exclusive drops, and bold collaborations generate excitement and community - but they also encourage overconsumption. The challenge lies in maintaining the culture's energy while shifting toward sustainability. At the end of the day, brands are businesses, and the temptation to prioritize high profit margins over environmental concerns is very real.

However, many brands are starting to experiment with "slow hype" - limited drops using recycled fabrics, or capsule collections that emphasize longevity over trend-chasing. Hype doesn't have to cost the planet; it can reflect your values. Consumers are learning to value creativity and ethical production as part of their status symbols, redefining what makes a piece desirable.

Sustainability doesn't dampen hype - it adds depth. Designer Sean Wotherspoon, most notably associated with Los Angeles-based Round Two, has released multiple vegan Adidas collaboration sneakers. Owning a sneaker made with recycled materials or a jacket crafted with ethical practices signals sophistication and responsibility. Hype and conscientiousness can coexist, reshaping street-

Eco-Micro Trends in Streetwear

Small Movements, Big Impact

The rise of sustainable streetwear has sparked micro-trends that ripple through the culture. Patchwork, vintage reconstruction, limited-edition eco-prints, and DIY modifications enable self-expression while reducing waste. Social media hashtags and community platforms amplify these movements, inspiring others to participate.

Cultural fit matters too. Young consumers integrate sustainability into their lifestyle by choosing brands, clothing, and accessories that complement their interests, hobbies, and values. Slow fashion and upcycling aren't just ethical - they're cool, modern, and relevant to streetwear culture.

Even small choices, like repairing sneakers or customizing jackets, create meaningful change. To further express one's individuality, one can lower their eco-footprint by repurposing streetwear they already have, adding their own touch, while playing a part in helping the environment. Micro-trends showcase innovation and creativity while subtly guiding the industry toward greener practices.



Image Credit: Christian Agbede



Image Credit: Jack/Unsplash



Image Credit: Kouji Tsuru

“Every small choice - patch, print, or repair - makes a statement.”



Photo Credit:
Hikaique

Streetwear's Transformation: Hype, Identity, and Responsibility

The Role of Hype and Exclusivity

Hype and exclusivity maintain streetwear's cultural relevance but encourage overconsumption. While creating excitement and community, these trends can contradict the movement's



Image Credit:
Anastasia & Badun Faustina Okeke

Streetwear's New Identity

Over time, streetwear has transformed into one of the most influential fashion trends of our time, but its rapid rise also brings a lot of debate. In her article "Streetwear – How the Hype Creates New Identities But Also Criticism" on Haus von Eden, Elisabeth Klokar gives insight into how streetwear grew from underground subcultures into a global industry. She points out that the original movement came from skaters, rappers, and club communities who used clothing as a way to express themselves and represent who they were. What originally started as a creative outlet has now turned

Challenges in Streetwear

Klokar highlights a critical issue: sustainability. Streetwear often prioritizes profit and rapid production over long-lasting quality and ethical manufacturing, resembling fast fashion (Klokar, 2025). The industry needs to adopt recycled materials, improve transparency, and create durable products. Real change requires cooperation between brands, designers, and consumers. Ultimately, streetwear's future depends on balancing hype, identity, and responsibility to support both culture and the environment (Klokar, 2025).

Sustainable Streetwear: Designers Leading Change

Duran Lantik

“There’s such a stigma around sustainability... It was never about sustainability for me.

Sleek Magazine. (2023, June 5). Introducing Duran Lantik: The designer splicing up

oqLiq

The brand describes itself as a “sophisticated lab ... breaking barriers ... utilising recycled materials such as yarn mixed with oyster shell powder ... championing both technical performance and sustainable design.”

London Fashion Week. (n.d.). oqLiq.

Pangaia

“We need a lot of people doing some things better ... change comes from the collective behavior of people and our joint commitment to evolving systems.”

Omni At M.clo. (2024). 10 sustainable streetwear brands changing the game.

Christopher Raeburn

“Functionality, authenticity, longevity ... It’s an archeology of sorts, but

The Green Side of Pink. (2021, March 12). Raeburn: nothing is created nor destroyed.

**SEARCH FOR
ART IN EVERYTHING**



Image Credit:
Jay Soundo



DYI Fashion: upcycling & eco trends.

Image Credit: HalynaRom

What does it mean?

Fast Fashion, the current trend in the fashion industry that is characterised by the overproduction of cheap and low quality clothing, has very negative effects on the environment, leading to copious amounts of waste and pollution. As we've said before, streetwear is not only a way to dress, it is a lifestyle, and as part of it, every day we look forward to an eco-friendly approach to life, shifting towards a more conscious and responsible fashion environment. This is where upcycling comes into play, this fashion trend is completely opposite to fast fashion, since it focuses on transforming existing materials into something completely new, giving older pieces of clothing and textiles a second chance. Upcycling fosters

creativity and individualism, creating unique pieces using techniques such as patchwork, reconstruction and embellishment.

What can you do?

Here are some eco-tips you can follow:

- Purchase clothing made from environmentally friendly material like cotton, recycled plastic or hemp.
- Try purchasing from brands that release limited drops, produce at lower scale or utilize safe environmental practices.
- Build your wardrobe based on who you are, not what is trendy.
- Repurpose your clothes yourself or contact someone in your community that can do it for you.
- Donate or resell when possible.



“The idea that you can wear something fashionable while helping the planet is what excites the new generation of streetwear enthusiasts.”

Community Power In Green Fashion

Sustainable streetwear is doing more than changing fabrics — it’s reshaping how the streetwear community thinks about fashion, responsibility, and identity. According to *Driven Magazine* (2024), streetwear is no longer just about big logos and hype; it’s becoming a space where eco-conscious values matter as much as style. Consumers are now pushing for brands to be transparent, ethical, and accountable (*Driven Magazine*, 2024).

One of the most interesting parts of this shift is how it’s building community. Youth and streetwear fans care about where their clothes come from — who made them, what materials are used, and how they’re produced (*Ware Eleven +1*, 2024). This demand has pushed brands to open their supply chains, publish sustainability reports, and work closely with artisans (*Ware Eleven +1*, 2024). There’s also a growing movement toward circular fashion: resale platforms and upcycling initiatives help give clothes a second life instead of throwing them away (*Driven Magazine*, 2024).

Driven Magazine. (2024, December 15). *Streetwear meets sustainability: The green revolution in urban fashion*.

Ware Eleven +1. (2024). *Sustainability in streetwear: Trends and challenges*.



Image Credits: Esperanza Doronila,
Leiada Krözjhen & Tatyana



Image Credit: Sasha



Image Credit: peopleimages.com

Streetwear has a sustainability problem

In 2019, Highsnobiety's Christopher Morency wrote an article about how 73% of the world's clothing ends up in landfills due to this trend of fashion being designed to be disposable. Streetwear was part of this issue. At that time, the market was full of young designers with low interest in environmental and social responsibility, focused on creating mindless consumerism. Streetwear was steering away from its roots and falling into another type of fast fashion. Seeing these facts makes it clear that someone needs to take a stance, bringing streetwear back to its real meaning. The main call out on this article is at the brands that are choosing to stay quiet, refusing to make statements regarding their fair and sustainable practices.

"You are in control. You can make a difference."

Why does this matter?

As part of this culture, we have the moral obligation to make choices that protect our planet, focusing on sustainability. As consumers, we have the power to demand brands to do the same. We should be asking for transparency regarding ethical production and environmental practices. While sustainable fashion usually comes with a higher price tag, consumers are already changing the market, creating circular services, such as offering repairs, rentals and second hand items. These small changes are proof enough that we drive the market and how brands will adapt to survive as long as we make them. The rebellious spirit rooted in our culture is the same spirit that pushes us to fight for more mindful design and against the destruction of our planet.

Morency, C. (2019, October 23). Special Report: Streetwear Has a Sustainability Problem. Highsnobiety.

I'm not here to fit in

Over the last few years, many designers and brands have been actively working to create awareness, making necessary changes to their production and engaging in fair practices. But it is not the big brands that are the most involved in this topic, it's the newer emerging brands that are here to change the world. According to PROJECT CECE, a platform that connects customers with ethical fashion, these are some of the most sustainable brands out there right now.



Image Credit: SSEOM Brand

SSEOM

SSEOM is a brand that produces their garments based on demand, avoiding mass production and overstock. They prioritize the use of certified organic cotton and recycled polyester.

About Us. (n.d.). SSEOM Brand.



Image Credit: Kings Of Indigo

KINGS OF INDIGO

This brand focuses on creating high quality denim while carefully choosing their materials and lowering their impact on the environment.

“Denim by heart, forever pioneers. We're not just creating jeans, we are crafting a legacy. A legacy of sustainability, transparency, and perseverance.”

About Us. (n.d.). Kings Of Indigo.



Image Credit: WOTE

WOTE

WOTE is a brand that focuses on being flexible and authentic. They are a climate-neutral company with a commitment to clean water. They also have a 2nd life project, upcycling second hand clothing.

Sustainability. (n.d.). WOTE.

**“THE ORIGINALITY IS IN YOU,
NOT WHAT YOU WEAR”**

**Designed and produced by
Rebel Society**

Project Manager:

Sol Llinas

Design Lead:

Justin Liveló

Editors:

Anisa Gonzalez & Beatriz Rogel

Finisher:

Linzi Sherod