

subcultures



山崎
zine

Subcultures

The Subcultures Zine
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Twee Fashion

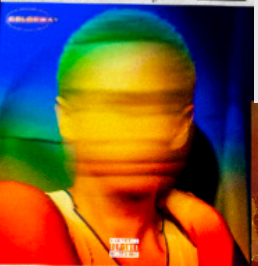
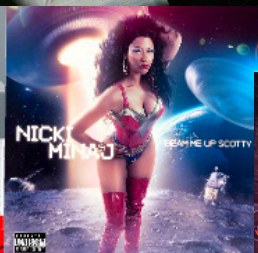
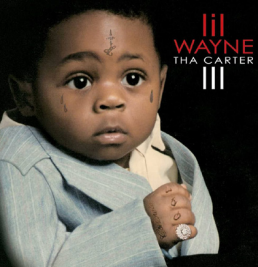
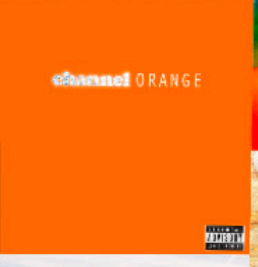
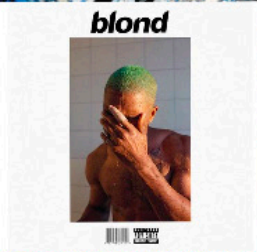
A fusion of vintage-inspired motifs and pastel hues, Twee style exudes an air of youthful innocence with a modern twist. Think Peter Pan collars, delicate florals, and quirky accessories that evoke a sense of whimsy and sweetness. Whether it's a cute polka dot dress paired with Mary Jane shoes or a cozy knit sweater adorned with adorable animal patches, Twee fashion invites you to rediscover the joy in every outfit.





ballet flats and
mixed-matched
patterns, throw
on all the
prints in your
closet and
meet us at the
library!

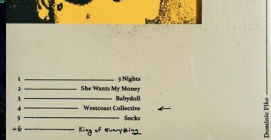
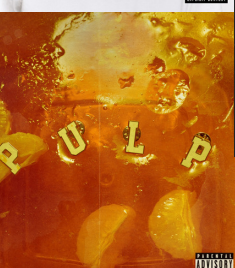




EXPLORING MUSIC SUBCULTURES

In the vibrant tapestry of musical expression, diverse genres serve as pillars of cultural identity within various subcultures, fostering communal connection and individuality. From the rebellious anthems of rock to the socially conscious narratives of hip-hop, each genre weaves its own narrative, resonating with audiences on emotional and psychological levels. Music acts as a unifying force, drawing individuals together based on shared experiences and values within their respective subcultures, fostering communities of creativity and collaboration. Whether it's the raw energy of rock, the rhythmic flow of hip-hop, the soulful melodies of R&B, or the eclectic sounds of indie, these genres stand as testament to the richness and depth of human expression, shaping culture and identity with their boundless creativity and diversity.

Scan the QR code and
take a journey through
a curated playlist
featuring recommended
albums from various
genres.





ATTENTION ALL SHERIFFS AND TOWNSFOLK!



**WANTED
DEAD OR ALIVE**



FOR RUNNING AMUCK AND HOLLERING ABOUT



MAY HAY MALACHI



**REWARD
\$10,000**



noel gallagher from oasis



BRITPOP

The mid-1990s British music culture that was affiliated by groups such as Blur and Oasis.





blur

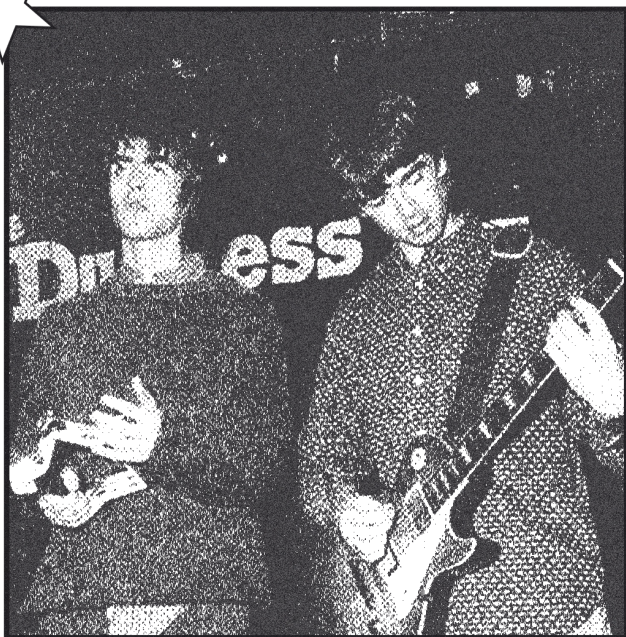
oasis



blur

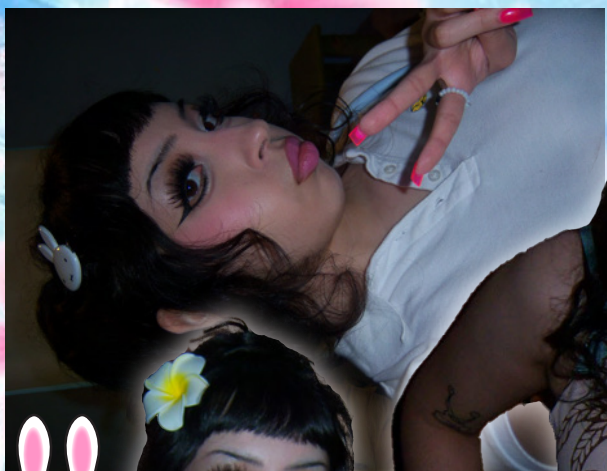


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liam gallagher from oasis





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AESTHETIC

Aesthetic: “a particular individual's set of ideas about style and taste, along with its expression.”

Social media websites like TikTok, Pinterest, and Instagram have helped propel numerous different aesthetics into the spotlight. Some of these are more “alternative” aesthetics based on real subcultures, and others are entirely of the internet's own creation like “tomato girl” and the various “-core” aesthetics. There was a noticeable uptick in people experimenting with their personal style during quarantine, in part because of social media virality and also because people were free to experiment with their identity within the confines of their own homes. However, more people adopting “alternative” aesthetics without knowing the history of the subcultures led to some controversy both online and in real life. Let's just say, the word “poser” got thrown around a lot.



In recent years, the accelerated speed of the internet has led to the creation of hyper-specific aesthetics based on a specific “vibe” or niche topic. It seems like each month, a new fashion trend comes out, and anyone who wants to participate has to adjust their wardrobes accordingly. Some examples include: coquette, opium, cottagecore, indie sleaze, clean girl, twee, mob wife, Y2K, Barbiecore, dark academia, coconut girl, scenecore...etc. With so many aesthetics falling in and out of fashion every day, it's hard for consumers to keep up. Many people turn to fast fashion as a way to participate in these trends. I think that people should really be evaluating what their personal style is and how something fits into their existing wardrobe before purchasing additional “trendy” items, lest they fall into the pitfalls of consumerism. As someone who loves fashion and also the earth, I think that thrifting and shopping second-hand is a perfect way to create a thoughtfully curated wardrobe!

Personally, I love the creativity and diversification of fashion that people adopting “aesthetics” has brought. I feel like prior to 2020, the general public had little to no interest in alternative fashion, and often looked at people who dressed differently as “freaks” or “trying too hard”. In 2019 there was a huge dichotomy between “E-girls” and “VSCO girls”, and you could probably throw the term “art hoe” somewhere in there, too. These were my first pre-covid glimpses into some distinct aesthetics that originated from the internet, and I feel like this phenomenon increased tenfold with the popularity of TikTok. As much as I love to hate on that app for causing attention-span brainrot, I do have to thank it for introducing me to a lot of interesting fashion, media, music, and subculture content that I otherwise might not have seen without the algorithm hurling things at me at a million posts per minute. Overall, aesthetics are not bad! I love aesthetics! I just created this zine to clarify the difference between the two, and why some people might get upset when people look a certain way without acting the part.

SUBCULTURE

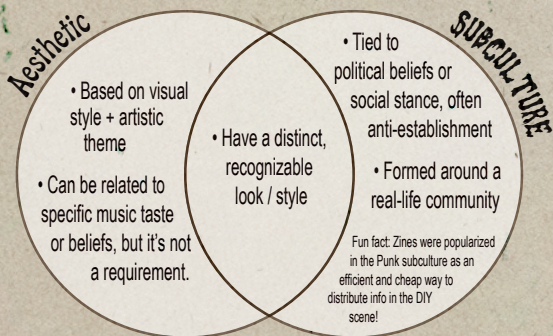
Subculture: "a group having social, economic, ethnic, or other traits distinctive enough to distinguish it from others within the same culture or society."

This definition is broad in the sense that it needs to encompass all forms of subcultures, due to the sheer variety of subcultures. In short, a subculture is a form of cultural or social deviance from a norm with a strict set of rules. When comparing simple dictionary definitions, there is a very prominent distinction between subcultures and aesthetics, but there is also a lot of room for confusion.



Ex: 80's Goths

Here's a venn diagram to help illustrate some of their differences and overlap:



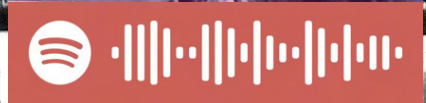
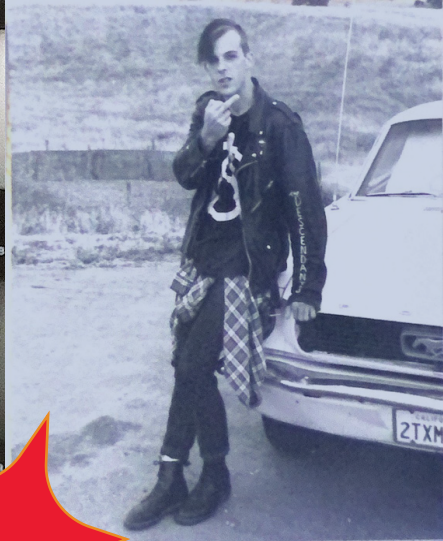
Example: Japanese Lolita fashion. Originating in the '80s on the streets of Harajuku, most Westerners see Lolita fashion as a doll-like conglomeration of all things frilly, girly, and cute. However, lolita fashion actually has feminist roots. The outfits tend to be modest rather than sexualized. According to the article *The Rejection of Normative Culture Through Lolita Fashion*, aside from rejecting the social norm of working in an office while pursuing a career, lolita fashion is also about ownership of the female body: "beyond the pursuit of money and career the Lolita subculture resistance to the growing normalcy of sexualized dress, male gaze and male-created beauty is highlighted."

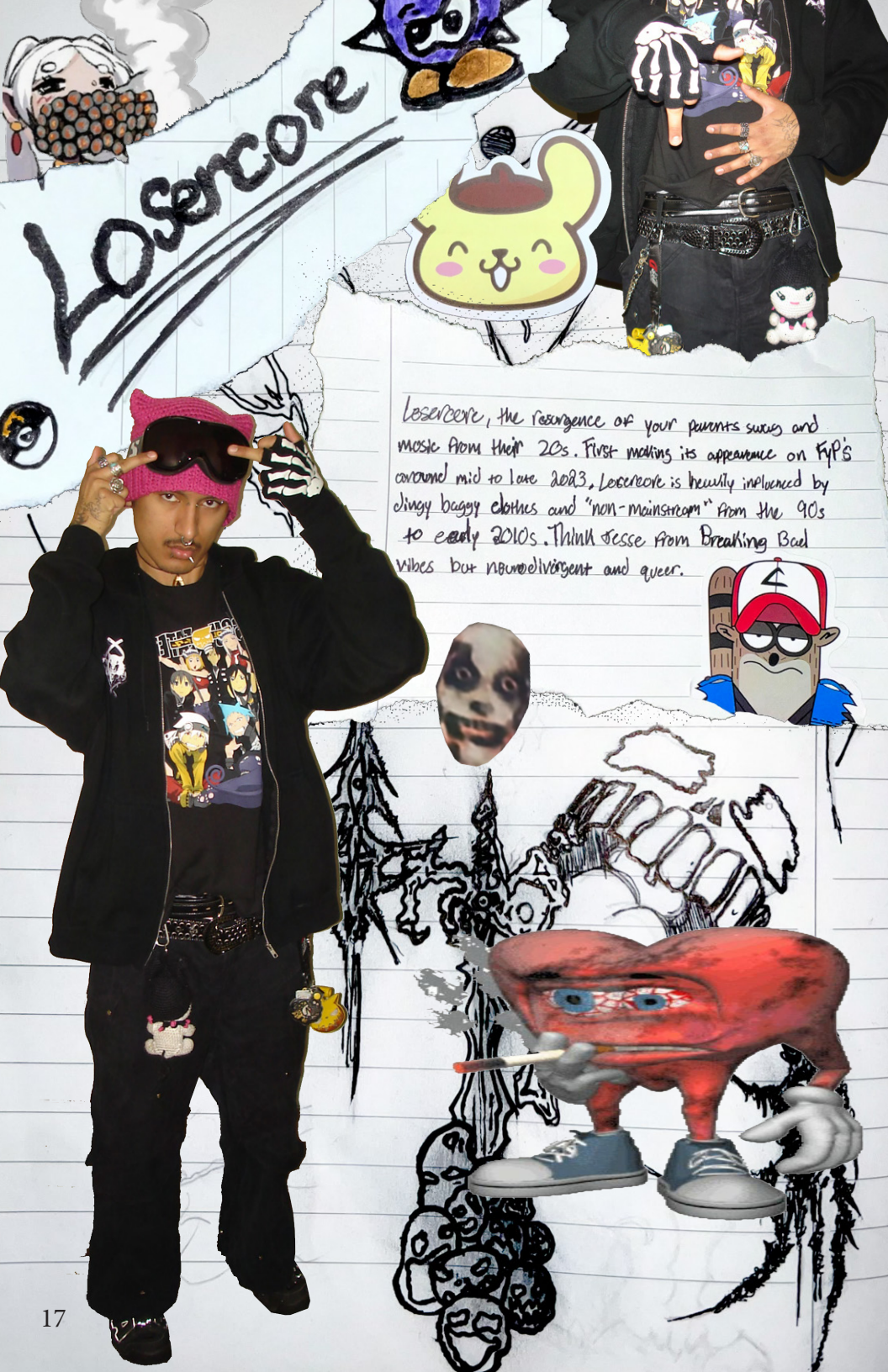


Subcultures collect under shared desires that transcend aesthetics, but just happen to collect under aesthetics as well.

These pieces of fashion have history, and members of these subcultures believe that ignoring that history is disrespectful to their intention.







Losercore, the resurgence of your parents' swing and music from their '20s. First making its appearance on Kyp's around mid to late 2023, Losercore is heavily influenced by dingy baggy clothes and "non-mainstream" from the '90s to early 2010s. Think Jesse from *Breaking Bad* vibes but neurodivergent and queer.

Losercore jams include older artists like Duster, Weezer, Radiohead, MBV, Arctic Monkeys and Deftones to newer artists like Car Seat Headrest, Alex G, Death Grips, Tyler the Creator and Tilly Hahn. The mix of genres included into the core is broad and vague but can be boiled down to more gloomy sounding melodies, sadder subject matter or music that isn't conventionally popular.



- 1) enough for you - wisp
- 2) Happy Valentines Day - iamthecoffin
- 3) Pink Triangle - Weezer
- 4) this is heaven
id die for it - american pleasure club
- 5) Guts - cement driver
- 6) Idioteque - Radiohead
- 7) The Sun - Tigers Jaw
- 8) Street Corp - Deftones



SUPERSTARS OF CLUB 2000



Miss Maggot

SUPERSTARS OF CLUB 2000



Sherry Amore



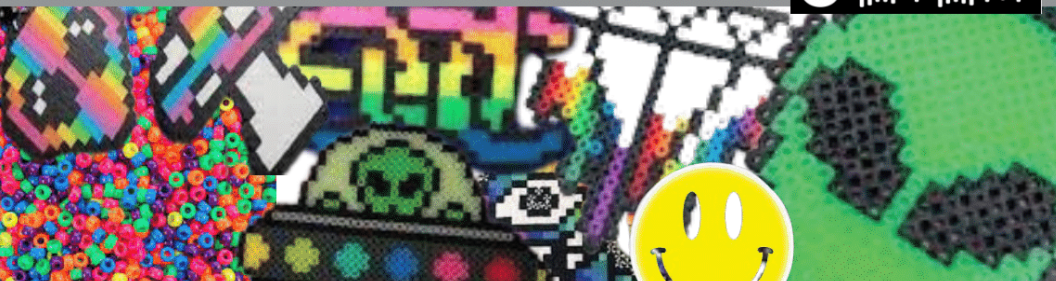








Traditional Goth began in the late 70's as an extension of the post-punk genre. The goth subculture is largely rooted in the music genre of the same name, but the fashion and style grew out of the Batcave music venue in London. Most goths tend to be accepting and often stand against societal evils.

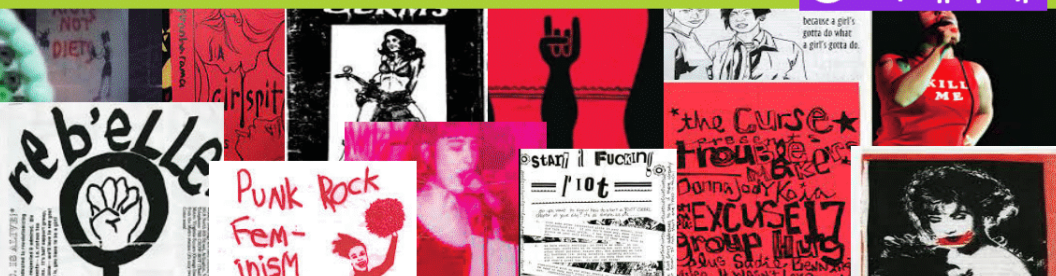
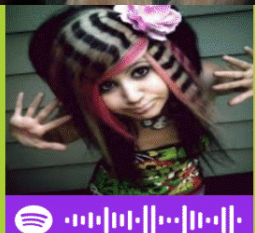


Rave culture can be traced back to the origin of house music in the 80's. Raves were often secretive and thus drew in young and rebellious crowds. Ravers embrace free expression and acceptance.





Scene as we know it today is an offshoot of the emo subculture that developed in the early 2000's. The internet is essential to the scene subculture as well as the idea of individuality and the "DIY" scene.



While often criticized for its lack of intersectionality, riot grrrl was a feminist movement that involved taking power back from men. It is notable for its bands, community, and staunch beliefs.



FOUR FILMS FOUR THRILLS

FILM GEIST

4 FILM RECOMMENDATIONS ACROSS 4 GENRES!

1 ACTION THE CROW

Starring: Brandon Lee, Rochelle Davis, & Ernie Hudson

Year: 1994

Monis IMDB Rating: 9/10 Stars

Based on James O'Barr's hit comic released in 1989, The Crow Film follows the basic plotline of the comic. Eric Draven has risen from the dead on the one-year anniversary of his & his fiancée's deaths to avenge the crude acts meaninglessly placed upon them. The story follows Eric's path of destruction as he slowly takes out the gang members responsible for the tragedy. The film boasts great character development as Eric struggles throughout the film with his reincarnation and the task at hand. With its soundtrack's use of NuMetal and the film's Grimy setting, the dark tones are harmoniously associated with Brandon Lee's Twisted performance of the anti-hero vigilante.

2 HORROR THE BLOB

Starring: Kevon Dillon & Shawnee Smith

Year: 1988

Monis IMDB Rating: 10/10 Stars

T H E B L O B

Following the horror film trend of 1950's remakes, The Blob is a modern take on the 1958 classic. When a space entity crashes into a rural town, town reject Brian Flagg takes on the hero role to save the town and the girl. An action-packed body horror film that takes the viewer through the towns struggle to destroy a body-melting goo. Complimented With cheesy 80's horror special effects and bad acting, The Blob is a good time for any gore fan. Hailing from my personal list of the best cheesy movie releases, The Blob aims to shock and startle the viewer. It is not recommended for those who can't see a body completely melted in pink gum.

3 ROMANCE ROMEO AND JULIET

Starring: Leonardo Dicaprio & Claire Danes

Year: 1996

Monis IMDB Rating: 10/10 Stars

"My only love sprung from my only hate! Too early, seen unknown, and known too late." Can't you understand Shakespeare? Want to see a fast-paced romance with amazing sets, costumes, and guns? Want to be less creeped out by the whole Romeo and Juliet age gap? This movie is for you. One of the best of the Shakespeare to 90's film era that just oozes that 90's style. Everyone knows the story, but this movie takes the time to transport you to what Romeo and Juliet would be like in the era of grunge, the mutiny, & Radiohead. With one of the best soundtracks I've ever seen and Leonardo Dicaprio waving a gun in a Hawaiian shirt every 2 minutes, how could I not recommend this one?

4 SUSPENSE FEAR

Starring: Mark Wahlberg & Reese Witherspoon

Year: 1996

Monis IMDB Rating: 8/10 Stars

F E A R

Did your mom ever sit you down & tell you, "Watch this movie & learn something"? If you were a girl with a mother like mine, you were shown this film at 16. Mark Wahlberg stars as David McCall, a seemingly harmless love interest to Reese Witherspoon's Nicole Walker. As the film progresses, David begins to show his true and chaotic character. Going to any lengths to keep his lover, even threatening his father-in-law and attempting to kill his girlfriend's best friend, stepmother, & brother. This one takes a TURN out of nowhere if you aren't prepared for it. Infamous for its chest-pushing scene, this movie is a must-see for girls of all ages. Sometimes the scariest thing in the world is man.

You Have Now Crossed Over Into...

ARCHI-TORTURE
PRESENTS

The Flow Zone

Mystic Seer

Shot Eye-sight, Bad Backs, & Last Minute Changes - This Is the Norm For Architecture students everywhere. But the best part of design? those late nights, up at 3 A.M. That I call "The Flow Zone", Moments where you make strides in your work and have your "AHA!" moment. I took the time to interrupt this moment to ask UTSA Arch Students, What gets you in the zone? Here's What they had to say.

My Flow Zone: Alone In
a Quiet Room

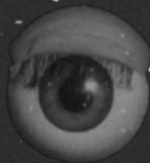
Artist I listen to the most: Smino
Album I Rec. : blkswan
Song: Maraca *sydney B.*



My Flow Zone: Laptop On My Lap in bed with a tea or wine. My Cat Typically Joins
& Lays On My Legs
Media I Enjoy: Adventure Time, Neon Genesis Evangelion, & Lofi Girl
R33S3 JDS3PH

My Flow Zone: Coffee
Shop Or Bedroom (My
Quiet Space)


Artist I listen to the most: Lana Del Rey
Media I Enjoy: Avatar The Last Airbender
Areen Arambula



My Flow Zone: In My Living Room So I Can Look Up & See The Furniture I Built
Artists I Listen To The Most: Soul Glo, Zulu, Show Me The Body,
Death Grips, JPEG Mafia, *ABR Carter*

My Flow Zone: Pitch Black CLEAN Room, I'm Talkin Like Complete
Sensory Deprivation Like I Need To Be Able To Hear My Heartbeat

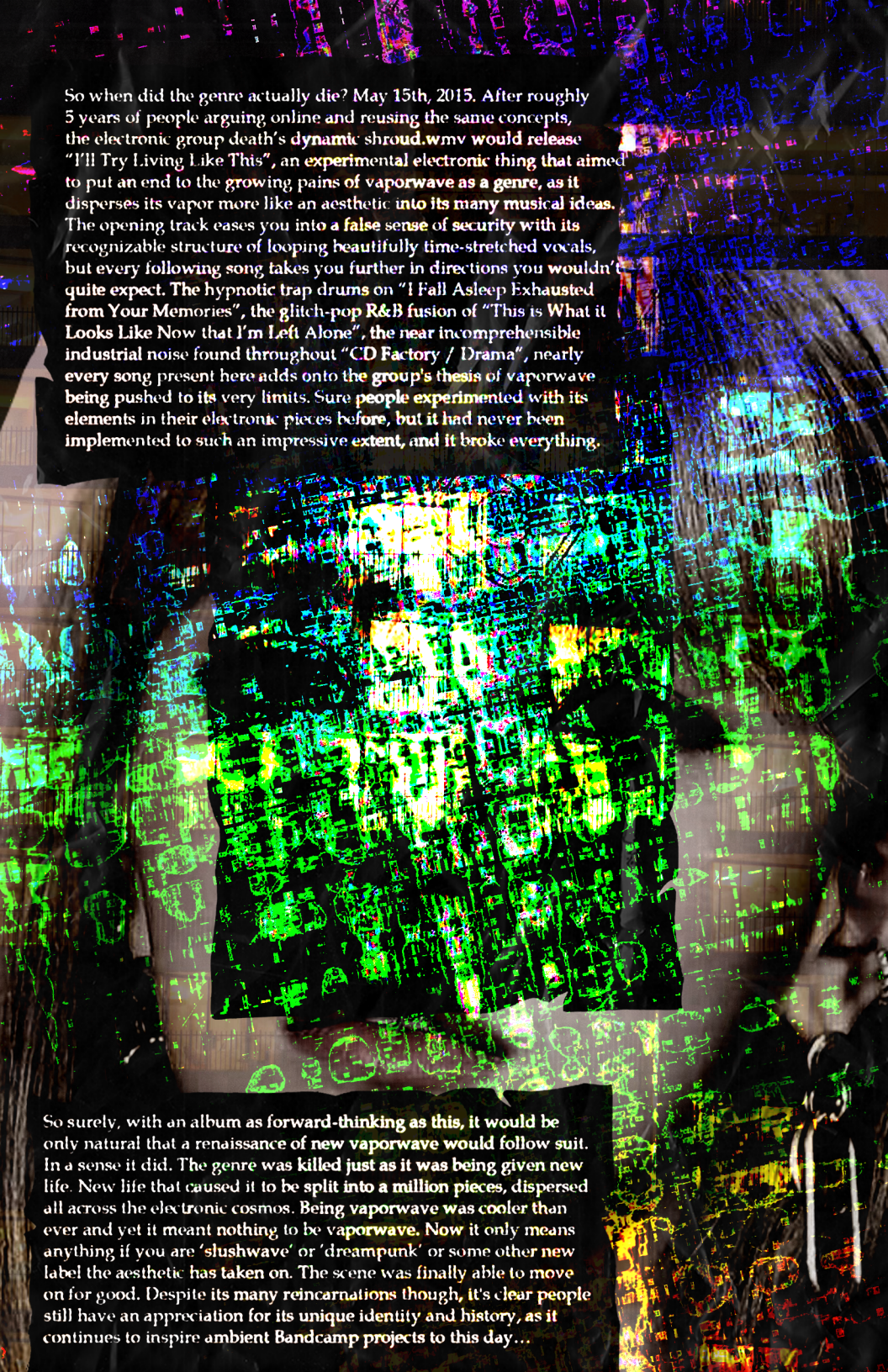
Artists I Listen To The Most: STREKKR, Kilo Kish, The Marias
EDGAR SANCHEZ



The Death,
and Rebirth,
and Death again
of vaporwave.

Since the dawn of time, people have been obsessed with, well, the dawn of time. The past. What things were like before, and all the little details that fill the in-between. We naturally look at our formative years with rose-colored glasses, feeling not only immense nostalgia, but a desire to replicate that feeling. It can be difficult to imagine how an artist might handle this in an age of AI Playstation filters, but if we go further back, all the way to the 2010s, we can see the emergence of a subgenre created entirely in hopes of capturing the forgotten aesthetic of the 90's internet, vaporwave. Neon lights and marble statues for many, but the genre holds a more layered history under the surface.

"Vaporwave music" can really mean a lot of things, but it's likely you've at least heard a barber beat before. This style of music features heavily slowed-down samples of jazz and R&B, chopped and screwed and looped and looped again, several times, lots of times, all while being coated in dream-like effects. These tracks began to find widespread popularity with vaporwave artist, Haircuts for Men, hence "Barber" Beats, however, they existed in a myriad of forms preceding this, with artists like Macintosh Plus (credited for making the first vaporwave album), Chuck Person (also credited for making the first vaporwave album), and even JPEGMafia (also also credited for making the first vaporwave album). The style was intentionally simple and very easy to make, but this quickly caused lots and lots of underwhelming new artists to flood the scene, leaving Vaporwave in the hands of whoever was willing to take it to the next level...



So when did the genre actually die? May 15th, 2015. After roughly 5 years of people arguing online and reusing the same concepts, the electronic group death's **dynamic shroud.wmv** would release "I'll Try Living Like This", an **experimental electronic** thing that aimed to put an end to the growing pains of **vaporwave as a genre**, as it disperses its vapor more like an **aesthetic into its many musical ideas**. The opening track eases you into a **false sense of security** with its recognizable structure of looping beautifully time-stretched vocals, but every following song takes you further in directions you wouldn't quite expect. The hypnotic trap drums on "I Fall Asleep Exhausted from Your Memories", the glitch-pop R&B fusion of "This is What it Looks Like Now that I'm Left Alone", the near incomprehensible industrial noise found throughout "CD Factory / Drama", nearly every song present here adds onto the **group's thesis of vaporwave being pushed to its very limits**. Sure **people experimented with its elements in their electronic pieces before**, but it had never been implemented to such an impressive extent, and it broke everything.

So surely, with an album as **forward-thinking as this**, it would be only natural that a **renaissance of new vaporwave** would follow suit. In a sense it did. The genre was **killed just as it was being given new life**. New life that caused it to be **split into a million pieces**, dispersed all across the electronic cosmos. Being **vaporwave was cooler than ever** and yet it meant nothing to be **vaporwave**. Now it only means anything if you are 'slushwave' or 'dreampunk' or some other new label the aesthetic has taken on. The scene was finally able to move on for good. Despite its many reincarnations though, it's clear people still have an appreciation for its **unique identity and history**, as it continues to inspire **ambient Bandcamp projects to this day...**



EGL Fashion



Elegant Gothic Lolita fashion (EGL) or commonly known as “Lolita” fashion is an avantgarde alternative fashion known for emerging the on the streets of Harajuku in the late 80’s and has been evolving and spreading worldwide ever since. The fashion is not to be confused with the book of the same name, of which the fashion has nothing to do with. Lolita has its roots starting as early as the late 70’s in the form of otome kei (maiden style) clothing, with the creation of a few foundational brands, but wasn’t coined into the fashion and name we know it as till the mid 80’s. By the 70’s overly cute aesthetics were massively popular in girls, creating almost a youth cute-ifying culture often coined today as “kawaii culture” where every day aspects of life down to handwriting styles we made cute by its participants. Around this time shojo (girly) genre manga and anime as well as mascot character companies like Sanrio were getting their big break. When these same girls sought to express themselves more and more EGL fashion and the communities that grew around them were born.

Despite its “traditionally” feminine look, EGL fashion in it’s core is actually a form of visual and social feminist rebellion, challenging and over exaggerating Japanese beauty standards of the time while also blurring western influences. The clothing expressed the fantasy aesthetic that many girls and young women of the late 20th century tended to romanticize from the media they consumed.

Ruffled elegant silhouettes designed by women for women to enjoy, a style of clothes not made to appeal to the mature straight edge standards men had on women.



A group of girls dressed in lolita & other kawaii street styles at harajuku bridge (2010 tokyo fashion.com)



American lolitas gathered in front of the lolita brand Angelic Pretty’s flagship store in the US, located in San Francisco. This was for a dinner party and meeting with one of the designers in 2019.



A picture from a lolita tea party at Texas anime convention A-Kon in 2022. A-Kon is known as North America’s longest running Anime convention

The popularization of Japanese pop culture through anime and manga in the 21st century lead to the west being further exposed to the youth culture of Japan. In turn many forms of “otaku” media introduced people to street fashions such as EGL. Albeit niche, communities and online threads for foreign lolitas began to form worldwide, eventually manifesting as in person clubs, groups and communities. Western anime conventions began bringing in Lolita brands as guests, welcoming designers to host fashion shows and panels, and of course an easy way to sell their dresses without their customers worrying about overseas shipping costs.

Companies like Angelic Pretty and Baby the Stars Shine Bright would go on to open up western-flagship stores in the US and Europe.

Today the fashion has worldwide participants and oodles of substyles and almost every major city has it’s own Lolita community, yes including San Antonio!



EGL Sub-Styles

Today many people mix and match styles of all kinds into lolita, but the primary substyle categories can be broken down into these three, with further substyles per category

Sweet lolita

*Angelic
Pretty*

Sweet lolita is cute and frilly. It can range from over the top cupcake-esque silhouettes on solid pastel fabrics and ribbons, or loud printed pieces. Usually motifs like sweets, toys, and cute animals will be used as themeing! Brands like Angelic pretty, Baby The Stars Shine Bright and Metamorphose temps de fille are best known for their sweet styled clothing.

Pictured is one of my close friend's, Hannah, wearing a sweet lolita coordinate made for the winter time!
Instagram cred @rosequartzroyalty



Gothic lolita

Gothic lolita is what exactly it sounds like, darker pieces usually heavy on blacks and high contrast visuals. Gothic lolita often features crosses and other western religious symbolism and motifs. There are many overlaps with those who wear romantic and trad goth clothing as the styles go hand in hand visually. Thick lace and heavy embroidery is common but lately designers have been dabbling in printed pieces.

Gothic lolita is more heavily tied to the music subculture known as visual kei, music groups where the singers dressed just as flashy as their often edgy music stylings. Classic lolita and gothic lolita have a bit of an overlap, both having very romantic and elegant components, both being the "original" styles of lolita, with their very european and fantasy influences people associate with princesses and rococo clothing.

Pictured to the right is Mana, creator of lolita brand Moi-même-Moitié of which he is wearing. Mana not only wears his own brand in a fully feminine and elegant styling but was and currently still is a visual kei artist, being the former guitarist of band Malice Mizer and current creative head of the group Moi Dix Moi. Mana was a trail blazer in lolita fashion due to his mysterious aura lack of regard for gender roles in fashion. It is important to note that despite it's target audience of women, EGL fashion can be worn by anyone of any gender identity and has been for decades!



Classic Lolita

Classic lolita is a style that can be defined as timeless. Patterns feature floral, simple and romantic themeings on the lighter side compared to gothic. Solid prints and simplicity are celebrated in the same breath as ruffles and roses. Classic lolita is historic and elegant in an innocent fashion. Elements of classic can be mixed and matched into other aesthetics to create further styles. Classic lolita can range from something as simple as an Alice in wonderland themed coordinate to a regal princessy look.

Most lolita brands have pieces that could work in classic lolita, as it is somewhat of the default look. To the right is a picture from the brand innocent world, a long standing foundational brand in lolita that highlights the core components of EGL.



WAY WEST IN MARFA TEXAS

The cutest little town in the middle of the desert!
Marfa's scenery, art, culture, and town square bring
attention to so many new visitors!



Prada Marfa
Art Installation



I was able to spend some
time in Marfa and I fell in
love with the place. It was
such a relaxing, slow
paced trip yet I was able
to see and learn about
everything Marfa has to
offer!

EARLY WESTERN FEMININITY



Marfa still holds to its western and ranching roots!

Taking a look back at the town's early western culture, I became interested in the lives of the western women! Cowgirls were one of the earliest feminists and an important part to our history!

Women during this time faced criticism and did not receive the same amount of respect as men when practicing ranching, horse riding, shooting and roping.


These old west cowgirls paved a new sense of freedom. Western women redefined society's expectations through their strength, intelligence, skills and even through fashion!

Like the men, women spent time outside on the ranch, so they began to dress in more practical wear for these activities.

Long split skirts, ruffle bloomers, flowy trousers, and dresses were worn for mobility and comfort!

Expression through clothing for these women symbolized independence and empowerment to challenge social norms!





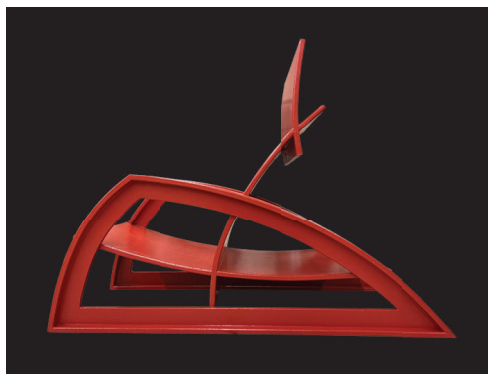
To be raw is an identity







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Everyone wants to sit in the new Red Chair. Each model is handcrafted over the course of many months and takes hundreds of hours to fully complete. The Red Chair is built using traditional laminated plywood techniques, painted in only the finest red paint, and sealed in the most durable polyurethane finish on the market.

The Red Chair's ergonomic design offers unmatched lumbar support while still allowing you to lean your head back and relax after a long day.

But wait, there's built-in storage too.

Behind the seat, there's ample room to store personal items or pillows and blankets, making it hard to ever want to get up out of this fine piece of furniture.

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