

knock-OFF



created by: Ashley Chung







15.99 used from eBay - coolpick
nisex Fashion Shiny Belt Off White Letter
mbroidered Nylon ...













This artist book is created in regards to our society's culture. After the fashion brand Off-White released their industrial belt, countless fast-fashion brands began recreating it. On the internet, a multitude of the variation of such a belt can be found. This speaks of the powerful effect of social media, as influencers began promoting the original belt on their accounts, they essentially set off a trend. As the original Off-white belt was high in demand, fast-fashion brands took the opportunity to copy the style, accentuating the popularity of this new trend.