

# Analysis of the cultural conflict and fusion between fashion subculture and mainstream culture

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## 1. Introduction

In the context of globalization and information technology, cultural exchanges have become increasingly frequent, and various subcultures have sprung up like mushrooms. As a member of it, the fashion subculture has exerted a wide influence among young people with its unique style and expression style. However, the relationship between fashion subculture and mainstream culture is not plain sailing, and there are both conflicts and possible integration between them. This paper aims to explore the cultural conflict and fusion phenomenon between fashion subculture and mainstream culture, and analyze the reasons behind it.

## 2. The rise and development of fashion subculture

Subculture (Subculture), also known as sub-culture or sub-culture, usually refers to the corresponding local cultural phenomenon that emerged and developed in the mother culture. Subculture is relative to the mainstream culture. Mainstream culture refers to the social and cultural form advocated by the society or the government in a certain period, and has universal influence and transmission power on social development. Subculture and mainstream culture are closely related, and they jointly constructed the social and cultural system of the same period. Due to the relatively small number of subcultural groups and their subordinate status in terms of social status and power relations, the subculture always occupies a secondary position relative to the mainstream culture. The subculture not only contains the part derived and interlinked from the mainstream culture, but also contains the part <sup>[1]</sup> that is

opposite and resistant to the mainstream culture.

Fashion subculture refers to the cultural form that is popular in specific groups and has unique aesthetics, values and behavior patterns. It usually originates from rebellion or supplement to mainstream culture, reflecting the lifestyle and thoughts of specific groups. For example, street culture, rock culture, electronic music culture and so on are all typical fashion subcultures. With the popularity of the Internet and social media, the spread of fashion subculture and its influence have been accelerated.

## 3. The cultural conflict between the fashion subculture and the mainstream culture

Hippies originated from the young people who fought against the war in the 1960s and 1970s and the political customs of the time. They used a commune and wandering lifestyle to reflect their opposition to nationalism and war, advocated non-traditional religions and peace, criticized the rights restrictions of the government, the greed of big companies, and the narrowing of morality. The way that hippies walked out of the mainstream of society at that time not only completely denied the way of life at that time, but also sought new inspiration from many religions, tribes, beliefs and totems in the Far East, which played a certain role in the cultural communication at that time. A large number of religion, totems, drugs, hallucinations, and mysterious rituals are all unique elements of the hippie subculture.

Punk originated in the 1970s, originated in the music industry, but gradually transformed into a broad cultural style that integrates music, clothing and personal consciousness. In the appeal of punk, pop music is too much about idol

shaping, but ignores the distance with fans, so punk groups often follow performances and groups in the form of underground music, and thus develop their own dystopian style- -subversion, rebellion, and anarchism. Common clothing features include tearing and then tying with pins or bundling, using paint to paint by yourself, leather, rubber and other rough materials.

Fashion culture has a typical rebellion, its generation and development has a strong spontaneity, fanatical and impulse, [2] the conflict between fashion subculture and mainstream culture first reflected in the values. Mainstream culture tends to emphasize tradition, order and stability, while fashion subculture pursues individuality, freedom and innovation. This difference in values leads to the inconsistency and even antagonism between the two cultures in social norms and moral standards. Above example of hippie culture is a criticism of modern society, is a question of survival, is the rebellion of mainstream values, and the pursuit of personal freedom and spiritual exploration, freedom, stirring life, love peace, focus on society, through free funny, anti-traditional art form to express their inner world, etc.

In terms of aesthetic standards, fashion subculture often challenges traditional aesthetic concepts and advocates distinctive aesthetic concepts. For example, body modification behaviors such as tattoos, piercing are seen as manifestations of personality in some subcultures, and may be seen as heterogeneous or unorthodox in mainstream cultures. This difference in aesthetic standards has led to the differences between the two cultures in artistic expression, dress style and so on.

Fashion subcultures often behave against the mainstream culture. For example, some subcultural groups advocate informal, improvised lifestyles, while mainstream culture tends to plan and order. This difference in behavior methods is particularly obvious in terms of social activities and entertainment methods.

#### **4. The cultural integration of fashion subculture and mainstream culture**

Dilara Findikoglu, London's contemporary fashion designer, showcasing seasonal collections during

London Fashion Week. She blended together the punk, metal, and gothic subcultures, and infused them with an important and timely social commentary on feminism, religion, and politics.

Famous punk godmother Vivienne Westwood (Vivian Westwood) was born in Britain in 1941, a never received formal clothing design professional education, self-taught representative, her design expressed strong rebellious opinion, the more society can't talk about, taboo, the more she is to express, such as sex, anti-government, etc. She has shocked the fashion industry many times with her bold and unconventional works, and has combined subculture with mainstream fashion, making the mainstream fashion circle know a thing from the bottom-punk. I particularly like her color contrast, splicing looks messy and unified feeling, a variety of elements together collision out of a different taste.

In 2017, LV, a well-known fashion giant, announced a joint cooperation with Supreme, successfully bringing Supreme's subculture trend gene into the fashion field of luxury level. Supreme Directly gave up the right to design, directly to Louis Vuitton responsible. Most of the products with Supreme's signature color red as the background color, quite street cool sense. Although the style is mostly simple young trend, but the market response is no less than any luxury goods. It can be said that the collision between subculture and mass culture has established the subculture in the fashion field in the future [3].

With the diversification of the market demands, the mainstream culture began to absorb the elements of the fashion subculture and commercialize it. Many subcultural styles are adopted by designers and brands and translated into goods to the market. This commercial integration not only provides economic support for the subculture, but also makes it gradually accepted by the mainstream society. The Internet and social media have become important channels for the dissemination of subcultures, and they also make it easier for mainstream cultures to access the information of subcultures. Through these media, the two cultures begin to permeate and influence each other. Popular in the 1950s in Europe and the

United States of modern, hippies and punk can be the originator of youth subculture, their novelty, love rock, fancy, advocating sexual liberation and the so-called trendy rebellious way of life, indulge in the dream world of narcissism, and the mainstream culture of the time is obvious alienation, and even. Today, various forms of network youth subculture, and the mainstream culture no longer has obvious alienation between feeling, and mainstream culture is no longer a clear line between, but more and more complex blend together, and in some areas, youth subculture with its unique innovative characteristics and creative ideas, the mainstream culture is producing more and more important supplementary function and reflection function. Of course, the characteristics of innovation are not only for the subculture of contemporary youth. In fact, "innovation", "leading", "rebellious" and "rebellious" minority " have always been mutual<sup>[4]</sup>.

There are some fashion subcultures that have succeeded in the age of big data

## 5. Conclusion

To sum up, in the field of fashion, the subculture can be said to be unique, but because of the mainstream culture has inextricably linked. We should not treat them differently with a split attitude, but we should organically combine the two to create more precious spiritual and material wealth for human beings<sup>[5]</sup>.

## Reference

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