

# ALTERNATIVE FASHION ZINE

Process Book



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## INTRODUCTION

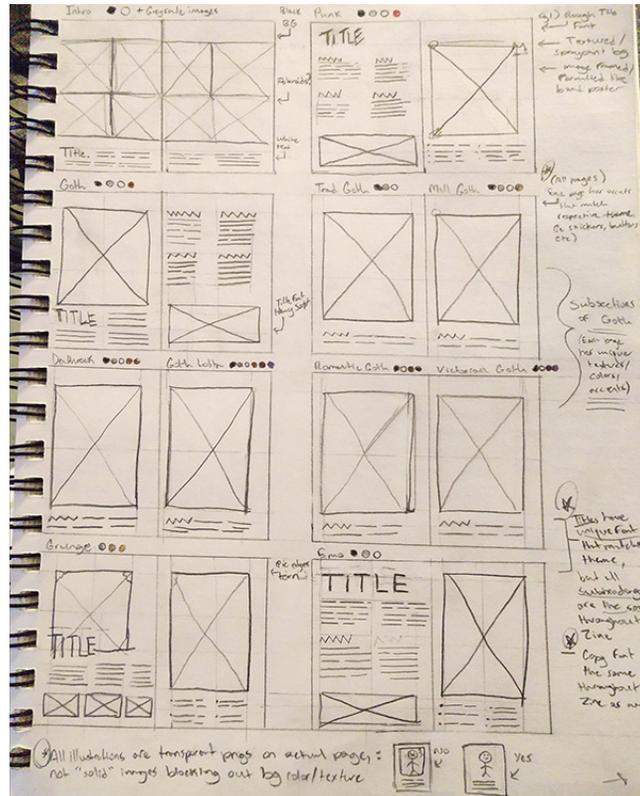
For this project, I designed the visual and typographic layout of a zine showcasing a topic of my own choice. I chose to cover some of the fashions of numerous alternative subcultures, focusing on their origins and their characteristics. I have always been interested in alternative fashion and music, spanning from goth to punk and everything in between, and wanted to play with the unique aesthetics of each while keeping a consistent design throughout the zine. Given zines' origins in alternative cultures as well, I used this as an opportunity to bend the rules of formal design and layout.



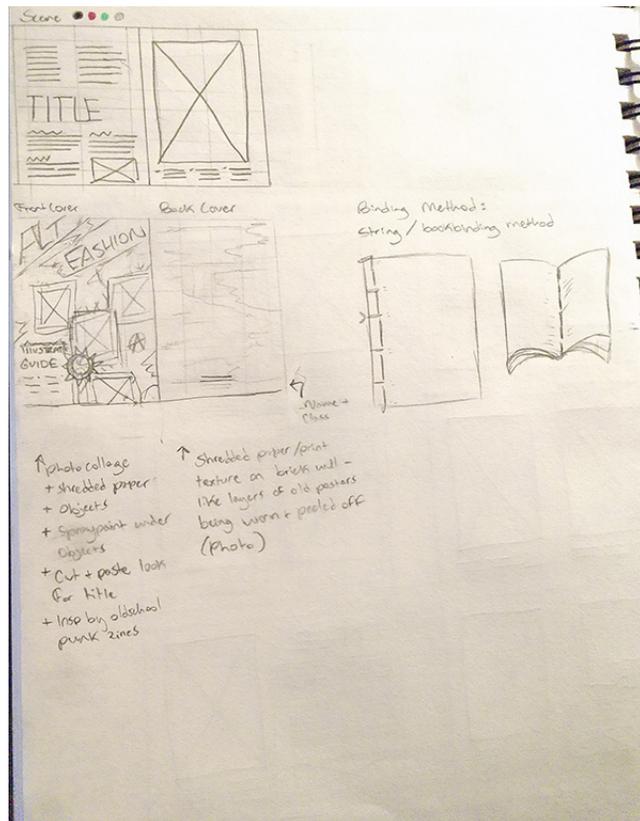
# SKETCHES

Using the outline I created as a reference, I began making sketches for the layouts of each section. I designed each spread to have a unique look to them based on their respective topic, while remaining cohesive with the rest of the spreads.

## SPREAD SKETCHES



## COVER SKETCHES



# REVISIONS

The zine went through three rounds of revisions with input from fellow classmates. Using their observations, I made minor corrections to the layout and legibility, and refined elements that I included for each spread.

## WIP 1

Debated having scratchy type on the cover - other accents but it might not match the spread?

Photos will not be repeated like this in final cover - just wanted to show photo collage look

The content table should have more space between it and the rest of the page. It should be a good idea to make the table making one from scratch

Images to be used for the grid

This back cover image is super low quality but this is the general direction that I want to go with

love the rip effect

## WIP 2

try this in color

love

rippled paper + black type

paint splashes yes!!

reverse out colors so large bodies of text are not on a dark background

Subtle background texture on both spreads - make more noticeable or delete it & make it solid black?

Bottom banner image of crowd is not final image - just general concept

love

## WIP 3 - APPROVAL

alternative FASHION

alternative

ALTERNATIVE

PUNK

GOTH

GRUNGE

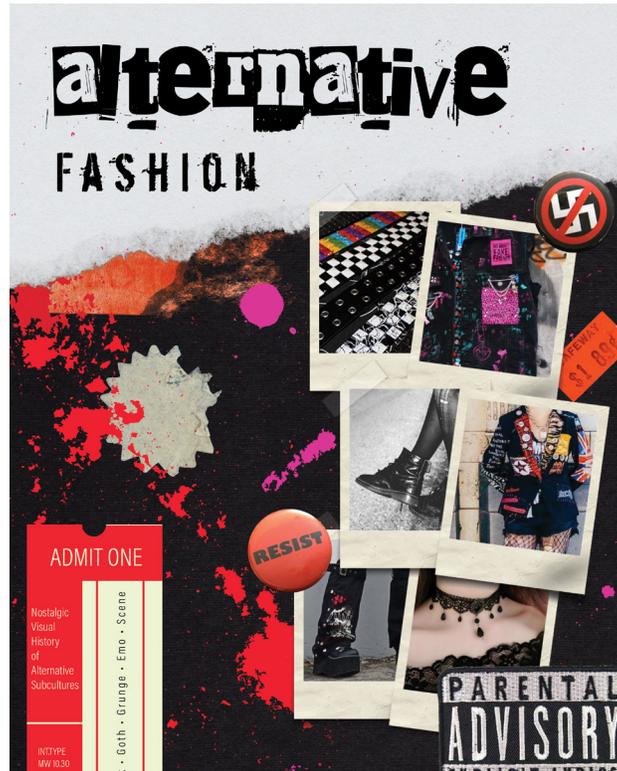
EMO

# FINALIZATIONS

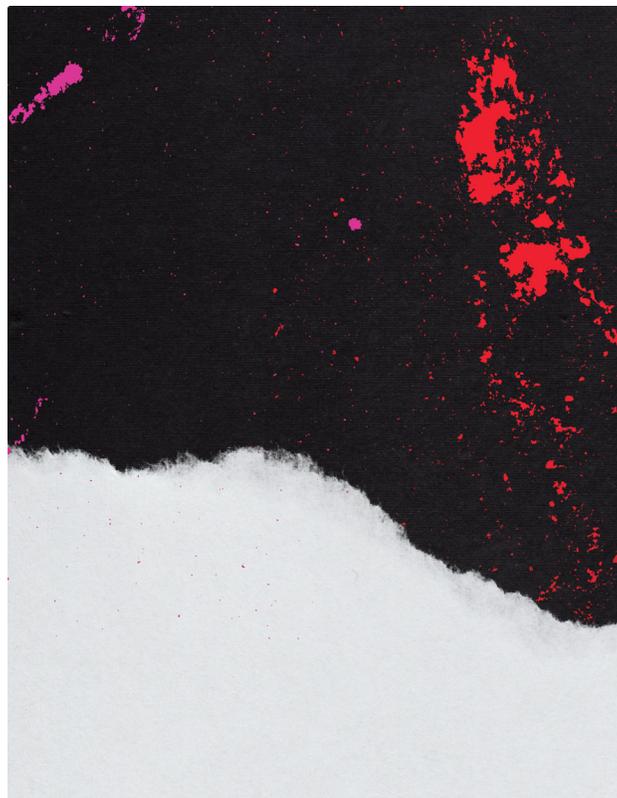
After insightful input from others and learning from the process, this is the complete version of the zine. Alternative subcultures have an extensive, fascinating history that connect people through music and creativity. The rebellious, bold look of each spread reflects this history, while aiding as a visual guide of the characteristics of each subculture.

## COVERS

### FRONT



### BACK





# ALTERNATIVE.

Alternative is an umbrella term that can describe anything that sits outside of the mainstream. This could include Punk, Grunge, Emo, etc. Alternative originated as a genre of music, described by Merriam-Webster as "music that is produced by performers who are outside the musical mainstream, that is typically regarded as more eclectic, original, or challenging than most popular music (such as conventional rock, pop, or country), and that is often distributed by independent record labels." Since alternative culture is built around alternative, independent

artists, supporting small artists is a large part of alternative subculture. Followers of alternative culture generally choose to support individual artists over larger companies whenever they can. Additionally, since alternative celebrates what is outside the mainstream, alternative people are supportive of marginalized people who are often seen as "not normal", people who are often attacked by the mainstream media. Overall, members of alternative culture tend to have left leaning views. One reason for this is because they support individual

artists and often steer clear of big producers where possible. Alternative music often covers themes and political views that mainstream culture avoids, such as Radiohead's 'OK Human,' which addresses a world "fraught with rampant consumerism, social alienation, emotional isolation and political malaise." Alternative originated in the 1960s, when Rock was one of the most popular genres of music, with artists such as The Rolling Stones. Alternative rock differed to this, and could be said to have started when Velvet Underground first got together in 1965. Alternative

music most often aims to sound different to whatever the current popular music model is. Alternative fashion is similar to that of punk and goth. Music is the central element, while fashion and visuals are optional. However, the label "alternative fashion" has evolved to mean any fashion outside of the mainstream. The alternative community generally supports small artists, and this sentiment is often mirrored in the fashion, with places like Etsy and small businesses being good places to shop for alternative clothes. Thrifting is also encouraged, along with DIY.

# PUNK

Punk rock (or "punk") is a rock music genre that emerged in the mid-1970s in the United States, United Kingdom, and Australia. Rooted in 1960s garage rock and other forms of what is now known as "proto-punk" music, punk rock bands rejected perceived excesses of mainstream 1970s rock. They typically produced short, fast-paced songs with hard-edged melodies and singing styles, stripped-down instrumentation, and often political, anti-establishment lyrics.

Punk embraces a DIY ethic; many bands self-produce recordings and distribute them through independent record labels. The term "punk rock" was first used by American rock critics in the early 1970s to describe 1960s garage bands and subsequent acts understood to be their stylistic inheritors.

When the movement now bearing the name developed between 1974-1976, acts such as Television, Patti Smith, and The Ramones in New York City, the Sex Pistols, the Clash, and the the Damned in London, and the Saints in Brisbane

formed its vanguard. Many preached for anarchism, far-left politics (Punk in the UK was a direct reaction to the Margaret Thatcher-era of politics at the time, which was hardline right-wing, after all), and spitting in the face of the Establishment by rejecting the prevailing capitalist philosophy of the time. Punk has evolved over time to be a symbol of rebellion, whether small-scale (teenager vs parents) or large-scale.

Movements important to the overall punk community are:

- Mutual Aid
- Egalitarianism
- Anti-corporatism
- Gender equality
- Racial equality
- Animal rights
- Disability rights
- Anti-gentrification
- Health rights
- LGBTQ+ rights
- Anti-fascism
- Decolonization
- Humanitarianism



As 1977 approached, punk became a major cultural phenomenon in the UK. It spawned a punk subculture expressing youthful rebellion through distinctive styles of clothing and adornment. Punk fashion

featured tartan plaid pants, band shirts, leather jackets, mohawks, and multi-colored hair, but the key element of Punk was the anti-consumerist ideology (something that the Grunge aesthetic

inherited from them in the 90s) of wearing clothes either bought at thrift stores or handed down from older family members and modifying it.





# goth

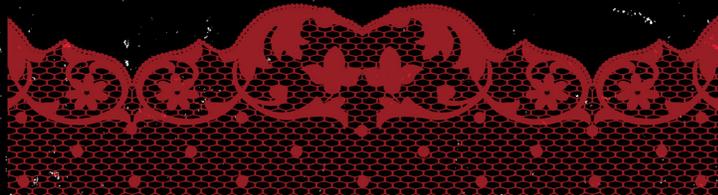
Goth is a music-based subculture that was formed in the late 1970s-to-early 1980s in the UK. Gothic rock originally derived from the post-punk movement at the time, which included acts, such as Joy Division, the Siouxsie and the Banshees. "Goth" as a term was originally used by music journalists to describe bands with dark subjects

(the first of which was The Doors, with their track "The End"). However, goth as a concrete music genre didn't exist until the release of Bauhaus' debut single "Bela Lugosi's Dead." Today, goth still thrives as an underground subculture with many organized events and festivals. Most goths agree that the important aspect within the subculture is the music. Goth music started from post-punk bands like Joy Division, Siouxsie and the Banshees, and Bauhaus.

Overall, goth is conspicuously dark, mysterious, antiquated, and homogeneous features. A dark, sometimes ghastly fashion and style of dress, typical gothic fashion includes an unhealthy complexion with dyed black hair, dark lipstick, and dark clothing.

Both male and female goths can wear dark eyeliner and dark nail polish most especially black. Styles are often borrowed from punk fashion, such as Victorian, Edwardian, and Elizabethan fashion.

Like punks, gothic fashion is mainly about DIY and thrifting clothes (its highly encouraged, even). Secondhand-black clothes, handmade jewelry, modifications on tights and jeans, and jackets with patches are some of the more common staples of DIY'd gothic fashion. There are many diverse subcategories of goth, all having their own unique characteristics. The most recognizable ones but are certainly not limited to Trad Goth, Deathrock, Romantic Goth, Victorian Goth, Gothic Lolita, and Casual Goth.



## romantic goth



Romantic Goth is a goth style influenced by the fashion of the Romantic Era (1800-1850) as well as modern goth styles. Romantic Goth is seen as a relatively lighter, happier form of Goth, with an emphasis on romance and expressing themselves through art.

Traits include lacy dresses, corsets, tailcoats, flowing materials, and suits. Romantic goth also includes lighter makeup compared to other goth subtypes.

## victorian goth



Victorian Goth is a style that merges the classic trends of Victorian fashion with Goth sensibilities. Not to be confused with Romantic Goth, which pulls inspiration from the Romantic era which began at the end of the 18th century and ended in the mid-1800s before the Victorian era had properly landed.

Popular items in this style include: vests, cravats, polonaises, elegant headwear, and deep, dark colours.

## gothic lolita



Gothic Lolita is a style that is primarily influenced by victorian-inspired Goth styles. It was popularized by Mana, a Japanese musician.

Bell skirts, JSKs, and dresses are worn with petticoats for "cupcake" or A-line silhouettes. Common motifs often include religious themes, bats, skulls, coffins, chandeliers, deep red roses, and castles. Darker colors, such as black, navy and royal blue, maroon, crimson, and deep purples are all common in Gothic Lolita.

## casual goth



Casual Goth is a type of goth that dresses on the more casual sides. Black jeans, shorts, boots and tees are the main clothing of choice. Casual goths may try to incorporate band merch and t-shirts into their wardrobe.

The characteristics for casual goth are much more laid-back compared to its more intense counterparts. They usually dress in casual black or black with hints of red clothing. They also accessorize with fingerless gloves and skulls.

## cybergoth



The Cybergoth aesthetic is a mixture of the Cyberpunk, Goth, and Raver aesthetics into one colorful and unique package. While cybergoths are not exactly connected to the overall goth subculture, some cybergoths do listen to gothic rock.

Cybergoth is based around fluorescent colors and uses PVC, vinyl, and other artificial looking materials in order to create a futuristic looking style. The hair is dyed in unnatural colors and adorned with colorful hair pieces.

## pastel goth



Pastel Goth is a fashion that first emerged from groups on VK.com and later spread to Tumblr in the early 2010. It is a result of mixing goth or grunge with the sweet pastel elements of the kawaii aesthetic, with bohemian chic influence.

Pastel takes some traditional gothic imagery and pairs it with cute and colorful elements. It mixes the hard edges of gothic fashion, with the soft pastels more commonly associated with Kawaii fashion subcultures.



# GRUNGE

Grunge has its roots in the 1990s hard rock scene of Seattle, Washington. It was a countercultural, anti-consumerism youth movement and musical genre that defined Generation X. Grunge fashion was made popular by bands like Nirvana, Pearl Jam, Alice in Chains, and Soundgarden, and was meant to be timeless and quite casual. A majority of Grunge's visuals involve a large amount of dirty, grimy imagery. These show a sort of hopelessness and disenchantment with modern society. A lot of earth tones and pale colors are used to convey

this sort of cultural depression often associated with Grunge. Grunge fashion of the late 1980s and early-mid 1990s was often purchased out of thrift stores at the time. Some will argue it was done out of a rejection of the fashions of the time. It's generally agreed that it's because it was cheaper as, at the time, most grunge artists were dirt poor. As the fashion became more mainstream, editor of men's magazine Details James Truman was quoted in 1993, "to me the thing about grunge is it's not anti-fashion, it's unfashion."

Punk was anti-fashion. It made a statement. Grunge is about not making a statement, which is why it's crazy for it to become a fashion statement." Men often wore oversized t-shirts, flannel shirts (that would be tied off around the waist when it got too hot), ripped jeans, and combat boots. These were considered timeless

looks and were generally durable and reliable clothing to wear. Women tended to favor slip dresses, flannel shirts, ripped jeans, chokers, and the bell-bottoms/babydoll t-shirt was a popular combination as well. It went out of fashion after Kurt Cobain's suicide, but has started

coming back into fashion in the 2010s and 2020s as '90s nostalgia began.



# EMO



Emo is a slang term used to describe a subculture, which is somewhat derived from the hardcore punk scene. The usage of the term has evolved dramatically over the years. Therefore, the definition of the term "emo" can vary, depending on the subject and decade.

In the 80s, emo first developed in the D.C. hardcore punk scene as a name for the fans of the music genre known as "emotive hardcore" or "emocore" in short. The hardcore punk scene of that time was dominated by a "tough guy" mentality, and bands started to use the term "emocore" to distinguish themselves from others by adding emotional lyrics to the typical hardcore punk sound. The songs are commonly dealing with sadness, loss and angst, and are characterized by overly dramatic vocals, akin to crying or screaming.

Emo often somewhat overlaps with others visually, such as Goth (much to the chagrin of the Goths, who absolutely detested the Emo Kids at the time of their rise in popularity,

likely due to the confusion between the two scenes) and Scene, due to dealing with negative emotions as its major topic. While a lot of people who initially got into the Emo subculture and eventually found their way into Scene, many stayed on board the Emo train, until it did eventually fall out of popularity around late 2000s or early 2010s.

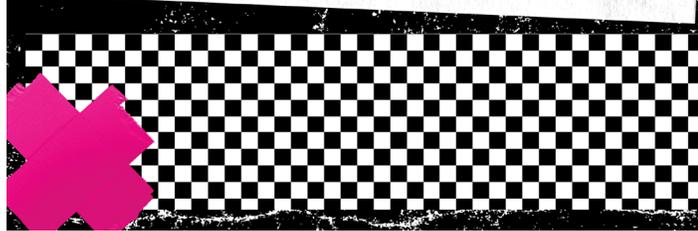
Besides the original emocore, many other types of punk subgenres have become associated with the subculture due to the vague definition of the initial genre. While the initial genre is still alive today, it's very obscure and unknown to most. Over a decade later, the word has been adopted by a new generation of emotional music within the hardcore punk scene and spawned a cultural phenomenon that is known as the nowadays emo subculture. Just like how punk itself has changed over the years, emo also has evolved to beyond the initial version, but still firmly holds on its roots in emotional music within the hardcore punk scene.



A lot of people that take part in the emo subculture have choppy layers and side bangs for their hair. For makeup, they wear black eyeliner with black eye-shadow.

Sometimes, people in this subculture will have lip/mouth piercings, or just piercings in general. Clothing includes but is not limited to black or dark clothing, skinny jeans, band tees, converse sneakers, and hoodies.

Some popular accessories include layered studded/white belts, rubber bracelets and striped arm warmers. The most common places for people to shop is Hot Topic and Spencer's.



Scene is a movement and subculture that was started in the early 2000s out of the hardcore scene, and became popular in the mid-2000s.

Members of the original Scene subculture were nicknamed Scene kids, Scenesters, or Trendies. Scene is often confused with or used interchangeably with Emo, a subculture that formed from the

music genre "emotive hardcore". Music connected to Scene, includes crunkcore, deathcore, metalcore, hardcore, screamo, pop punk and post-hardcore, most notably.

Scene fashion changed through the years and will continue to depend on what's popular at the moment. In the mid-2000s scene kids would wear clothing that wasn't popular at

the time, and as scene became more mainstream, the fashion became more exaggerated. Scene boys would wear clothing that was considered feminine, such as tight clothing and eyeliner, and girls would wear clothing that was not seen as popular at the time.



# SCENE

Like the fashion, scene music changed through the years as well.

In the early 2000s to around 2005, scene kids would listen to pop-punk and emo-pop, while in 2005 to 2007 scene kids listened to hardcore, metalcore, deathcore and post-hardcore.

In 2008, electronic music became popular within the subculture and a genre called crunkcore increased in popularity. Popular

bands within Scene include Bring Me the Horizon, Suicide Silence, Whitechapel, Hollywood Undead, Panic! At the Disco, Fall Out Boy, Cobra Starship, Brokencyde, 3OH!3, Metro Station, and All Time Low.

Self-produced acts were also incredibly popular in the MySpace era of social media.



Popular items among scene kids include bright, patterned clothing, Converse and Vans shoes, tight clothing, and hair bows. Flat ironed, teased or spiked hair (mostly dyed black or blonde) was a staple, and often included segments of stripe-dyed hair known as "racon tails". Skinny jeans, studded belts, and band t-shirts merchandise of specific franchises and characters were highly

popular amongst the scene community during its peak. For example, Gloomy Bear, Domo and Invader Zim are considered the most iconic symbols of the scene aesthetic.



## INFO AND COPY

<https://aesthetics.fandom.com>

## PHOTOGRAPHY

Buzzfeed.com • ROCKSTARMUSEUM on Etsy • Aliexpress.com • @Nympha\_\_N on Twitter • Blog.drmartens.com • MensHaircuts.com • NYTimes.com • u/Grave\_spook on Reddit • u/Redgrap3s on Reddit • Psychoemo on Blogspot • @petalkgs on Twitter • Post-punk.com • Discogs.com • Hellbetty66613 on Pinterest • Wickedland on Deviantart • Patrick Tomasso on Unsplash • Gothfashiontrends on Blogspot • Rikkinainenlogi on Blogspot • @edwardsdistress on Twitter • Babymachine1642 on Pinterest • Devilnlight.co.uk • Alain Warnier • AtrFishop.com • @LolitaWardrobe on Twitter • Ynorme.com • Theculturetrip.com • Theodysseyonline.com • LaMaphazeCabrona on deviantART • Gloomypurrriness on tumblr

## DESIGN AND LAYOUT

Brittany Smith

## GRAPHICS

Effects  
Spoon Graphics: 20 Spray Paint Splatter PS Brushes and Free Vector Texture Pack • TuomoDesign: Ripped Paper Texture Set • Sick\_Again\_ on Behance: NEW FREE STICKER PACK • Arthur Fragoso on Behance: Free "CORES" Pack • InventLayout.com: PSD Polaroid Mockup Photo Frame

Images  
Vippng.com • Pakazoid on tumblr • Kindpng.com • Thehungryjpeg.com • istockphoto.com • Gallery.yopriceville.com • WallpaperFlare.com • Groundguitar.com • Walmart.com • Dreamstime.com • Shutterstock.com • Kandqi on Etsy • Taringa.net



# alternative FASHION

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**ADMIT ONE**  
Nostalgic Visual History of Alternative Subcultures  
Punk • Goth • Grunge • Emo • Scene

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**RESIST**

**PARENTAL ADVISORY EXPLICIT LYRICS**



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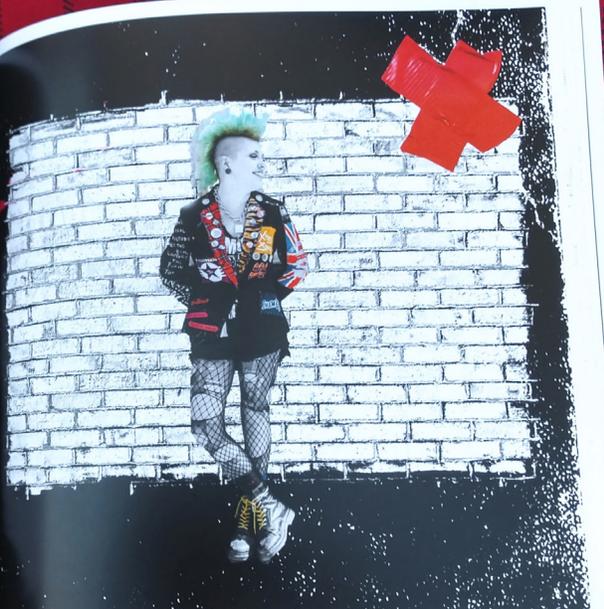
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