



*Thomas D. Rice, Jim Crow, 1832*



*Lime Kiln Field Day, film Américain, 1913*



*Al Jolson, Comédien américain dans « Le Chanteur de Jazz », 1927*

**American Apparel** is under 10 years of age – so it makes sense such a young brand has found a way into the hearts and wardrobes of the world's hippest kids.

Photography TUNG WALSH  
Styling SAM RANGER

From Seoul to Shoreditch, New York to the Netherlands, Fukuoka to France, American Apparel continue to put most of the high street to shame with their innovative designs - without resorting to copying designers. Their ads, complete with hot girls and boys from the AA staff, have a perfect Terry Richardson-style grunginess. The clothes live up to the ads' promises - and have ensured the brand's visibility in high class places. See the metallic leggings rubbing shoulders with Balenciaga and Givenchy in every fashion shoot for autumn/winter. And that bodycon low-back dress worn by headturners everywhere, in shades from black to grey to fuchsia. They even expanded from cotton to jeans and cord – a hit with the East London teenage contingent. Children and animals get a look in too, with multicoloured babygrows and mini tees providing parents with an excuse to dress up Junior and Rover just like them. The latest demographic given the AA treatment is Kensington's locals. The brand recently opened their fourth store in the UK on High Street Ken. Get down there for some priceless pocket money style now. Lauren Cochrane [americanapparel.net](http://americanapparel.net)

**Sweeter than candy.  
Better than cake.**

American Apparel.  
e Abby Bennett. Model: Sasha at Verve.

*Sasha Gaye-Hunt, Mannequin jamaïcaine pour I-D Magazine, 2007*



Campagne UNICEF Allemagne, 2007





*Fête de la Saint-Nicolas « Zwarte Piet », Pays-Bas*



*Martina Big, Modèle allemande, 2017*



*Yesung, Musicien coréen, 2017*