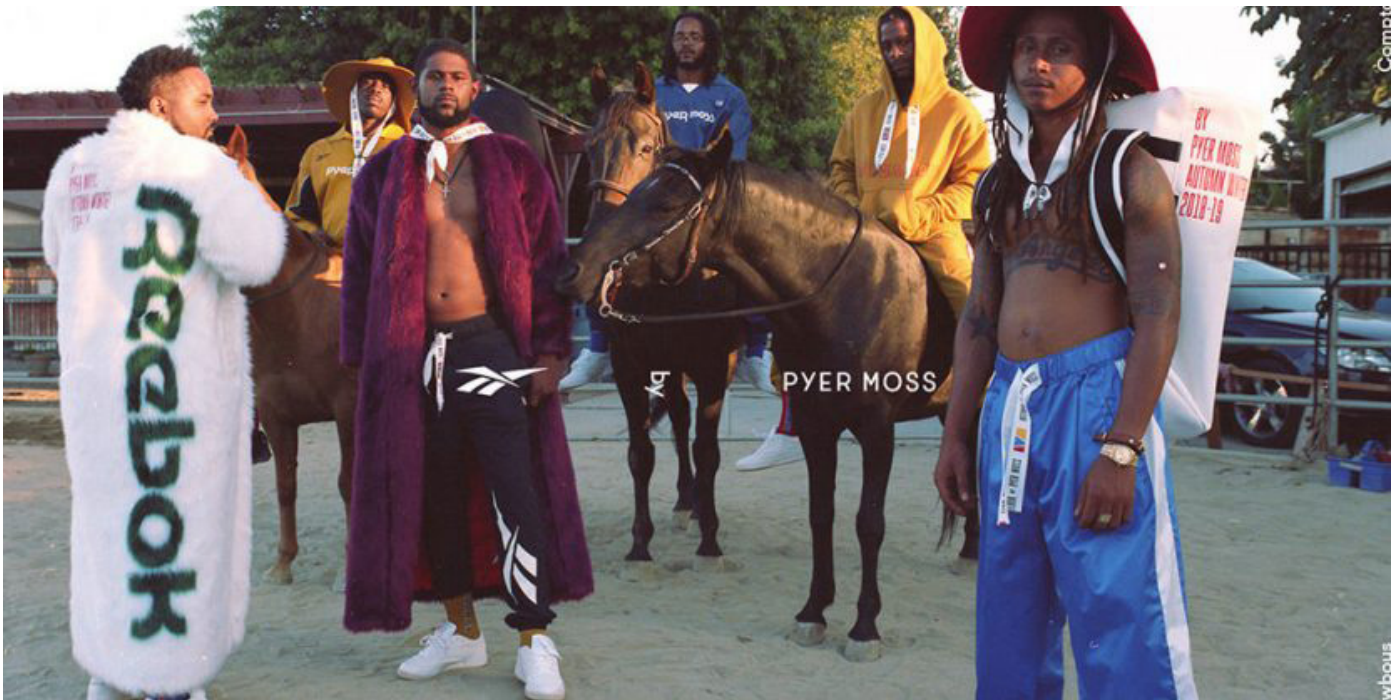


Station 6: Pyer Moss and Telfar

Pyer Moss was founded by New York City-born designer Kerby Jean-Raymond in 2013. Telfar, a unisex clothing line, was founded by Telfar Clemens in 2005. Both fashion brands have incorporated cowboy imagery and aesthetics in conjunction with representations of Black identity in recent collections. Read the quotations below, examine the pictures, and answer the following questions.



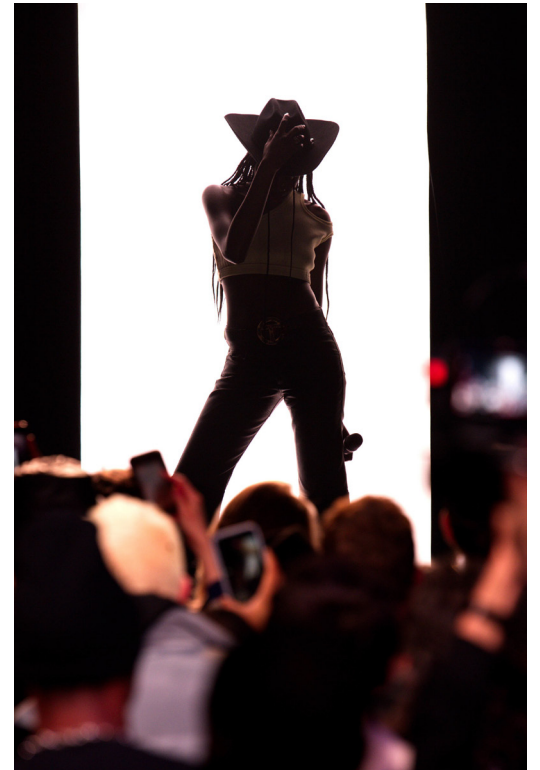
“I wanted to challenge the narrative for what’s typically [considered] ‘American’ and reverse the ratio of African-American exclusion in the conversation. That’s what [the fashion line] ‘American Also’ was born out of. It’s not being done in a condescending way. It’s a way to show us in a different, more positive light—it shows us as Americans, too.”

- Kerby Jean-Raymond of Pyer Moss (Teen Vogue)



“I used these three collections to take ownership of things that are like, stereotypical American—rock n’ roll, the cowboy culture, family values—and really show how it originated from Black [culture] and we should have a sense of pride in everything that’s American as well”

- Kerby Jean- Raymond of Pyer Moss (HYPEBEAST via Youtube)



“If you look at how the rest of the world perceives an American person, it’s like, you’re like a f--king idiot cowboy. It’s not great! But what if the person that’s representing American patriotism is me?”

- Telfar Clemens of Telfar



"For those who landed here as objects, treated as a part of nature, we are all a little bit Country..."
- Telfar Fall '19 show notes by playwright Jeremy O'Harris



Questions:

How is the cowboy incorporated into the Pyer Moss collection? Telfar collection?

Based on the quotes and images, what narrative is Pyer Moss trying to tell through his designs?
What is Telfar trying to say?