

In the Words of the Inimitable Kanye West: “You May Be Talented, But You’re Not Kanye West”

The global superstar is as polarizing as he is talented—but that’s exactly how Kanye West would have it. How did a Chicago dreamer rise to the top of the ranks of the hip-hop world, then go on to influence fashion, sneakers, and culture at large? It has plenty to do with his charismatic nature, and how he legitimized streetwear and hip-hop through working with the highest caliber of modern creatives. In the process, he’s influenced torch-bearers like Virgil Abloh, A\$AP Rocky, and Travis Scott.

