IT AIN'T WHERE YOU'RE FROM, IT'S WHERE YOU'RE AT

On Eric B. & Rakim's 1987 song "I Know You Got Soul," Rakim famously spits the line "it ain't where you're from, it's where you're at." The lyrics speak to why hip-hop has progressed from a small movement in New York City's outer boroughs to one of the main forces driving modern pop culture and style.

From early on, rappers like Slick Rick, Rakim, Big Daddy Kane, and Run-D.M.C made stunting on their peers a habit, turning their outfits into self-described suits of armor. Fashionable status symbols were immortalized on tracks, which made them even more covetable. Hip-hop's penchant for conscious consumerism and only wanting the finest things in life set a precedent for today's multi-faceted artists and discerning shoppers.

From that old-school generation came '90s rappers like Biggie Smalls and Tupac Shakur, then Dipset and Jay-Z, and now it's commonplace to see artists like A$AP Rocky grace high-fashion campaigns for Dior and Calvin Klein. Hip-hop has gone from aspiring to fashion to dictating the zeitgeist.