

A Bold Fusion of Streetwear and High Fashion



STÜSSY **X** **DRIES VAN NOTEN**

Stüssy and Dries Van Noten blend luxe fabrics with casual street style, creating a collection that merges surf culture and Belgian avant-garde design.

The Stüssy x Dries Van Noten collaboration, launched in 2022, was a standout fusion of streetwear and high fashion, combining Stüssy's laid-back surf culture vibes with Dries Van Noten's avant-garde Belgian design sensibilities. The collection featured a mix of oversized jackets, vibrant print shirts, and relaxed trousers, all crafted with luxurious fabrics like silk and velvet, and paired with the signature casual elements of streetwear like graphic tees and hoodies. This blend of high-end fabrics and street-ready aesthetics made the collection both refined and accessible, appealing to a wide range of fashion enthusiasts.

The collaboration was part of Stüssy's broader strategy of partnering with high-end designers, having previously worked with names like Virgil Abloh, Herschel Supply Co., and Nike, pushing streetwear into the

luxury space. Dries Van Noten, famed for his eclectic prints and experimental tailoring, has also collaborated with brands like Undercover, continuously blurring the lines between high fashion and street culture.

Highsnobiety played a pivotal role in bringing Dries Van Noten and Stüssy together in 2022, introducing the two brands for this groundbreaking partnership. The collaboration's ambition to reflect an era of California cool was cemented with the inclusion of Red Hot Chili Peppers' legend Flea in the campaign. ASAP Nast also teased the collection on his Instagram, building anticipation among fans. Their involvement helped solidify the partnership's impact, making the Stüssy x Dries Van Noten collection one of the most talked-about releases of the year.

