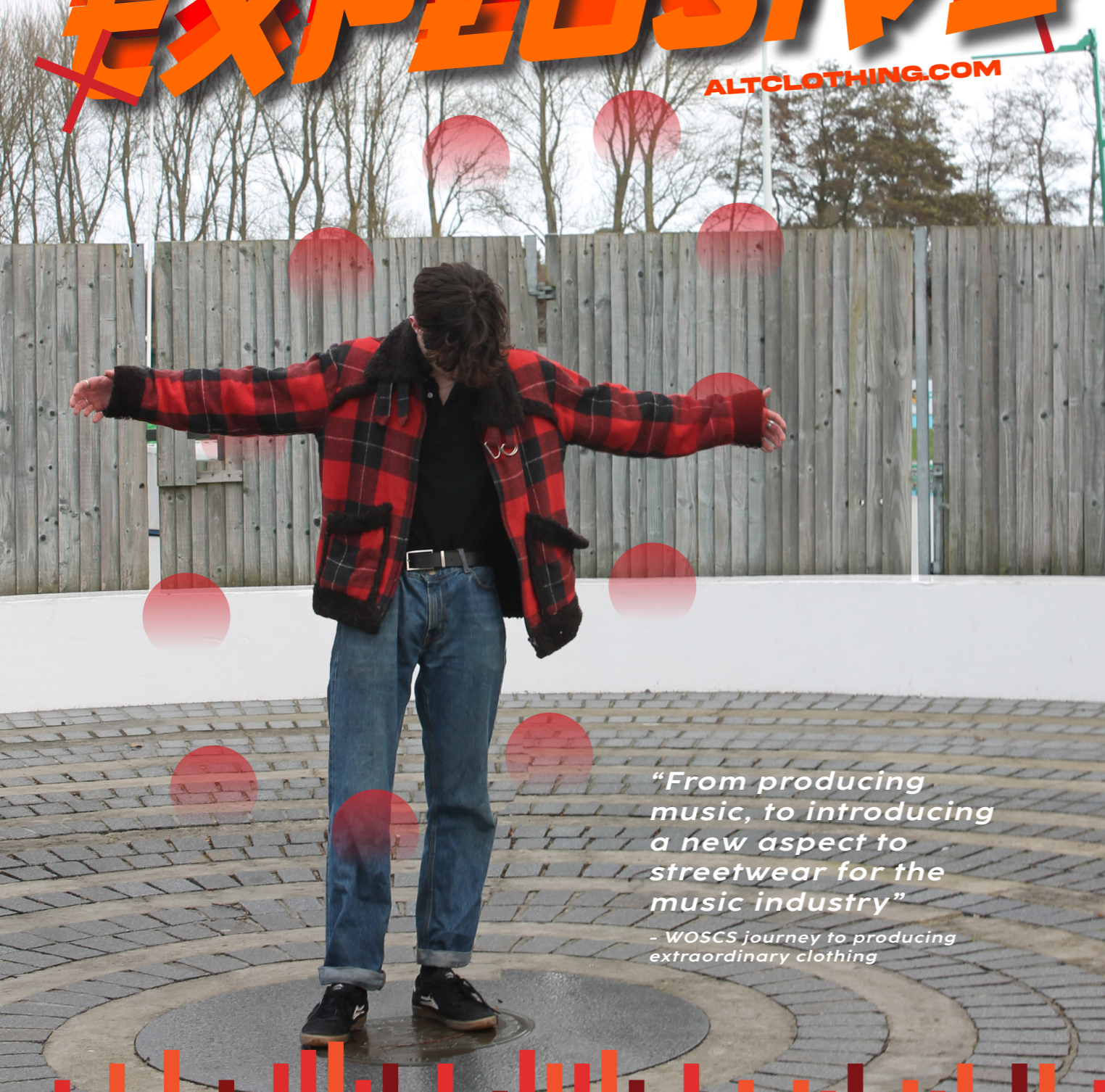


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“From producing music, to introducing a new aspect to streetwear for the music industry”

- WOSCS journey to producing extraordinary clothing

interviews / clothing

A new music artist has entered the industry and already taken over with his insight to clothing. How has he influenced the indie/alternative music listeners?

At the height of the Covid outbreak, once known as a rookie but now an influencer, **WOSC**, had entered the music industry producing indie/alternative style music. Starting off with a small audience, mainly people who lived in the same area, **WOSC** had the incredible idea of starting a business, with little to no experience, with intention to re-style the fans of the indie/alternative genre. You may be thinking, how has he managed to do that? Well our crew at ‘Safe and Sound’ managed to get in contact with **WOSC** and interview him concerning his personal experience in the past couple years.

So our first question to **WOSC** was focused on how he had gained a larger audience before starting his clothing line, “It’s rather hard to explain... All I did was start releasing music on Spotify, which had soon became popular due to my few songs reaching TikTok, a popular social media platform. After that, it was all ‘magic’”. He continued by describing to us who had inspired him to produce music of the indie/alternative genre and he listed a few names including: Rex Orange County, Mac Demarco and Eyedress – all leading producers in the genre.

It had appeared **WOSC** had started his clothing line due to a, “lack of fashion sense within the listeners of indie/alt music, evidence from seeing people during my performances,” which may seem a bit arrogant and opinionated, however his main target was not to make them change how they dress, but to “allow them to create desire to dress well, themselves”.

After starting a website advertising baggy clothes which he designed, his audience instantly became attracted due to the appearance and cheap prices.

So, how did **WOSC** explain the popularity of his online shop, “I was expecting that to happen as soon as I created that website, the clothing items are so well designed that even people older than my usual audience could wear them and look stylish. Actually, I would describe my clothing brand as explosive.” Our final query was whether or not he had any other advice to influence his audience, he answered simply, “be original”.

WOSC plans to collaborate with well known clothing retailers such as ASOS and River Island in order for his clothing brand to be spread globally with an attempt to influence more people throughout the world. More albums are to be released within the near future and **WOSC** may appear in some UK festivals like Reading and even in Weekender, hosted in Jersey, Channel Islands.

Despite starting his career with a small audience, **WOSC** has still created a successful name for himself and continues to seek to influence the entire audience of indie/alternative listeners and help them redesign their fashion sense.

Photography and article by Tristan Frampton