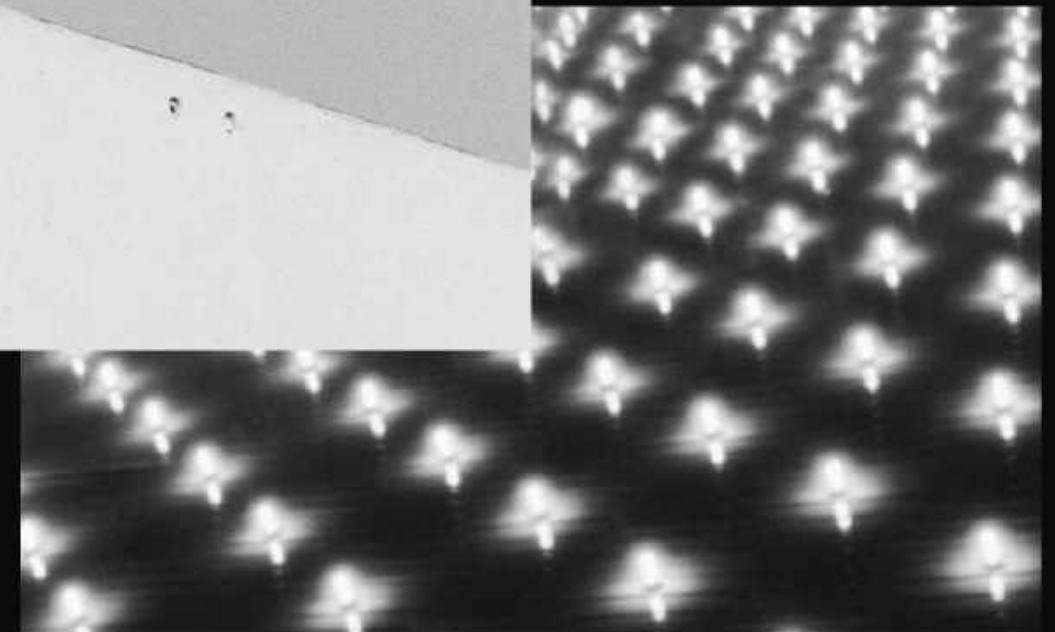


THE AMBITION

in cooperation w/ **TextilWirtschaft**



IS FOR THE CULTURE



AMBITION FIVE **FASHION '22**

Page 3: The Next Generation of Street Fashion

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THE NEXT GENERATION OF STREET FASHION

BY TOBIAS KARGOLL, CCO THE AMBITION

Street fashion has never been bigger. Born in the early days of hip-hop culture in New York, the possibilities of digitalization have taken it to new heights – and the pioneers of today's era are now major forces in the fashion industry.

But it's still early. An even more impressive wave of young talented fashion designers is on the rise and about to disrupt the industry once again. However, many people outside the street fashion bubble are not aware of this development.

That's why THE AMBITION and TextilWirtschaft rounded up 13 street fashion experts to spotlight the top five upstarts from Germany and around the world: The "AMBITION FIVE FASHION '22".

We want to put the spotlight on those who will carry street fashion into the future, while honoring the brands that have brought it this far.



Source: Instagram
@lovescars
@trendtvision
@22dabe22

THE FORMULA OF STREET FASHION

But let's take a step back, before we look into the future. Street fashion is an expression of popular culture and has its very own formula. In the early days, jumpsuits and workwear represented urban New York, while Stüssy T-shirts embodied West Coast surf culture. Today, Ravani represents the current state of Berlin's new wave hip-hop scene. But how has street fashion conquered catwalks and board meetings? By mastering digitalization, inventing the "drop" and simplifying production. Let's look at the brands and techniques that paved the way for the "AMBITION FIVE FASHION '22".

Mastering digitalization

In the 2010s, social media enabled young creatives to find new audiences. The now-established labels Places + Faces and Daily Paper started as blogs. The German brand Verband Botanischer Gärten was a Facebook group. All of them didn't have to wonder how to get their clothes into stores because they had digital communities to sell to. The best known German labels today are arguably Live Fast Die Young, 6PM and Peso. All of them let their brand names take center stage in their designs so fans can express membership in their communities.

Founders Achraf (6PM) and Justin (Peso) create a craze around themselves using social media. Others, like Low Lights Studios, successfully follow this path.

Simplifying production

Hip-hop culture always works by breaking down entry barriers. This way, countless authentic actors can contribute their creativity. In street fashion, pioneers like Supreme or Virgil Abloh's Pyrex used garments by other brands for their early creations. Today, it is easier to get blanks that have the desired cuts. This leads to labels who put designs over brand names, like the punk-y Victor Braun Studios. It also enables brands like Vacid to produce sustainably.

Inventing the drop

Supreme's invention of the fashion "drop" increased the hype beyond measure. It also freed young creatives from the constraint of having to set up complete product portfolios. Many brands today have online shops just to show off their sold-out pieces. The value of their clothing comes from the fact that you have to actively follow them on social media to get their products. Street fashion demands expertise and commitment.

THE FUTURE OF STREET FASHION

While this formula brought street fashion to where it is today, upcoming brands face a very new challenge: tremendous competition.

The list of new brands seems endless, and it's hard to break through the clutter. To make it to the top, one must deliver extra-unique concepts, even more electrifying stories and truly mind blowing designs. Thankfully, many manage this task. They are the "AMBITION FIVE FASHION '22".

Before we will have a detailed look at the brands of the future, we want to thank each and everyone within this culture who is pushing boundaries to get it to the next level. The passion and hard work you put in is second to none and we could not be more proud to work with so many amazing talents every day.

That being said, we want to dedicate this award to the great Virgil Abloh, who inspired an entire generation of fashion designers and talents from the culture to chase their dreams.

Ambition is priceless.



Source: Instagram
@abettermistake
@entire_studios
@skitzoworldwide

OUR APPROACH

To identify the street fashion brands that will be the next to blow, we used a three-step approach.

1. Our team of internal experts developed short lists with 15 German and 15 international brands.
2. We conducted a interdisciplinary jury of street fashion experts that created their respective top fives from our shortlists.
3. We merged the top lists of our 13 jurors to create the "AMBITION FIVE Germany and AMBITION FIVE Worldwide.



Source: Instagram
@nofaithstudios
@atelier_roupa
@computergenerationimagery



OUR JURY

We have put together a jury of **13 street fashion experts** who approach the subject from different angles.

We've rounded up people who have their finger on the high paced pulse of Germany's streetwear scene, who are up to date internationally, know the fashion industry from the inside or enjoy a high level of respect in the advertising world.

The jury is a mixture of journalists, bloggers, influencers, designers, djs, stylists, models and marketers who all have two things in common: cultural know-how and expertise in fashion.



ALINA AMIN

MUSIC AND FASHION JOURNALIST

Alina is a writer and creator whose work revolves around all things culture. She is part of the social media team of online retailer AboutYou and member of the editorial staff of Germany's biggest magazine for hip-hop culture, Hiphop.de.

[aboutyou.de](https://www.aboutyou.de)

[hiphop.de](https://www.hiphop.de)



AMADEUS THÜNER

SNEAKER AND POPULAR CULTURE EXPERT

Subculture connoisseur Amadeus Thüner is known as one half of "Oh! Schuhen-Podcast". He currently acts as a brand consultant for the resale marketplace StockX and streetwear retailer DefShop. His resume includes an eclectic mix ranging from label Sony/BMG, to skateboarding powerhouse Titus and ad agency M&C Saatchi. In 2021 he contributed to "Erfolgsformel Hip-Hop", the book of the two THE AMBITON founders Tobias Kargoll and Phillip Böndel.

[instagram.com/ama302](https://www.instagram.com/ama302)

[instagram.com/ohschuhenpodcast](https://www.instagram.com/ohschuhenpodcast)

[defshop.de](https://www.defshop.de)

[stockx.com](https://www.stockx.com)



CHERYLL MÜHLEN

FASHION JOURNALIST

Not only is the young high-flyer Cheryll Mühlen editor-in-chief of the fashion magazine J'N'C, since 2020 she holds the same position at fashion retail magazine Textilmitteilungen, too. Cheryll is thus responsible for both fashion flagships of the EPPG publishing group.

jnc-net.de

textilmitteilungen.de



CHRISTOPHER BLUMENTHAL

DEAD STOCK FOUNDER

As the founder of Dead Stock, Christopher Blumenthal is an OG member of the German sneaker community. Over the course of his career as a blogger and content creator, Christopher has collected countless sneakers and - of course - inspired thousands of people with his knowledge and style.

[instagram.com/christopher
deadstock.de](https://www.instagram.com/christopherdeadstock)



DAVID DAWOOD

MODEL, DJ & DESIGNER

David Dawood aka DAMOOD is a DJ, model and designer in the making. Most importantly, he is a maven of the street fashion world. The content creator inspires his followers with his colorful fits and blesses events with his dj sets. He's also working on his very own brand Mory Mont.

[instagram.com/davidawood](https://www.instagram.com/davidawood)

[instagram.com/morymont](https://www.instagram.com/morymont)



DAVID STEPHAN

CCO DAVID + MARTIN

David Stephan is CCO and co-founder of David + Martin, a creative agency focusing on love brands that was named "Agency of the Year" by Werben & Verkaufen in 2020. Next to working for brands like Süddeutsche Zeitung, Netflix and BMW, David is well known for his passion and knowledge about street fashion.

davidundmartin.com



JEAN-CLAUDE MPASSY

FASHION EDITOR & STYLIST

Menswear editor, presenter and stylist Jean-Claude Mpassy is editor-at-large and columnist at the German edition of Esquire magazine, TV host at Sky Sport Austria and webvideo host for Hiphop.de. He also covers menswear at "New Kiss on the blog", which he founded already a decade ago.

[instagram.com/newkissontheblog](https://www.instagram.com/newkissontheblog)

[newkissontheblog.com](https://www.newkissontheblog.com)



JULIAN MEINERT

CREATIVE DIRECTOR

Julian Meinert is the founder of Studio Meinert and in charge of an array of different projects as a creative director and designer. His expertise has landed him jobs for Adidas, Stone Island, VICE, Mercedes-Benz China Fashion Week and the new footwear metaverse Flowers for Society.

[instagram.com/flowersforsociety](https://www.instagram.com/flowersforsociety)

[studiomeinert.com](https://www.studiomeinert.com)



MARK PETEREIT

CEO KICKZ

After 15 years at streetwear retailer Snipes, where he became head of buying, Mark Peterreit now serves as co-CEO of basketball and streetwear retailer Kickz.com. Kickz operates six stores in Germany and was founded in 1993.

kickz.com



MERCY MILANO

DJ & TALENT MANAGER

DJ Mercy Milano knows what the zeitgeist sounds like – and he is deep into fashion! Next to his own show at radio station Cosmo WDR, he is a staple at hiphop parties. Mercy Milano works for the music production company Hush Hush in Cologne and as an independent creative director.

[instagram.com/mercymilano](https://www.instagram.com/mercymilano)



RAMI EISERFEY

FASHION JOURNALIST

As the former editor-in-chief of Praise Mag, Rami Eiserfey's knowledge on sneakers and street fashion is one of a kind. Currently working as online concepter for agency Zum Goldenen Hirschen, Rami is deep into the creative space. On top of that, he's a contributing writer for platforms such as StockX and GQ.

[instagram.com/dieser_rami](https://www.instagram.com/dieser_rami)

[gq-magazin.de](https://www.gq-magazin.de)

[stockx.com](https://www.stockx.com)



SEBASTIAN ROEB

BRAND MANAGER & DJ

Sebastian Roeb is Brand Campaign Manager at Urban Styles, a Snipes subdivision distributing legendary hip-hop brands Karl Kani, FUBU and Sean John. As a video presenter, he appeared on Hiphop.de. Operating under his pseudonym DJ Beace, he is the co-founder of the Cologne party series Goosebumps.

[instagram.com/teachbeace](https://www.instagram.com/teachbeace)

[urbanstylesagency.com](https://www.urbanstylesagency.com)

[hiphop.de](https://www.hiphop.de)



WILLY IFFLAND

FASHION INFLUENCER

Willy Iffland is one of Germany's most important fashion and sneaker influencers. The blogger and agency co-founder (Pitch This.!) runs the YouTube channel Willy & Vincent and has racked up 240k followers on Instagram, where he inspires people with his laid-back style and extensive knowledge on streetwear and street culture.

[instagram.com/willy](https://www.instagram.com/willy)

[youtube.com/c/WillyIfflandVideos](https://www.youtube.com/c/WillyIfflandVideos)



OUR MEDIA PARTNER

TextilWirtschaft is the most important medium for the fashion industry in Germany. Founded in 1946, it is now the only publication of its kind to appear weekly.

More than 35 journalists and correspondents report on what is happening in trade & industry as well as on the latest textile trends. Overall, it is a "must read" for german speaking fashion professionals.

TextilWirtschaft

THE SHORTLISTS

With all the fashion brands that started in Germany and around the world in recent years, it is more than difficult to narrow down a shortlist of 15 brands. Our team researched and discussed intensively to create it.

The basis was a catalog of the following criteria:

We looked at the designs, the cuts, the quality of the textiles, the storytelling and branding, the marketing strategy, photo shoots and video assets.


The brand should have started during the last years, although longer times in the game are not a criterion for exclusion.

Above all, we were looking for brands that have a huge potential to go through the roof in '22.



SHORTLIST '22
GERMANY

SHORTLIST GERMANY*

| | | | | | | | | |
|---|---|---------------|----|---|------------------|----|---|-----------------|
| 1 |  | 22DABE22 | 6 | kiosq | Kiosq | 11 |  | R-AU/SCH Studio |
| 2 |  | 99Based | 7 | LOVE _{SCARS} | lovescars | 12 |  | systemic |
| 3 |  | Atelier Roupa | 8 |  | Midnight | 13 | TREFFPUNKT | TREFFPUNKT |
| 4 |  | ENEMY EARTH | 9 |  | NO/FAITH STUDIOS | 14 | Trendt Vision. | TRENDT VISION |
| 5 |  | FOUJEE | 10 | OBS | OBS | 15 | Y*SAINT | Y*SAINT |

AMBITION FIVE – FASHION '22 GERMANY

THEA

THE WINNERS

AMBITION FIVE - FASHION 2022 | GERMANY

NO/FAITH
STUDIOS

SYSTEMIC

OBS

KIOSQ

kiosq

IS FOR THE CULTURE

ENEMY
EARTH

NO/FAITH STUDIOS

NO/FAITH STUDIOS was established in Cologne in 2016. Since then, the young independent label has been making waves throughout the German street fashion community – waves that also arrived on international shores. Not only is the brand getting behind-the-scenes requests from international rap stars to provide their show wardrobe, it also snagged an unofficial Converse collaboration that went through the roof.

The collections of the brand are highly energetic, yet understated and lowkey due to the choice of mostly achromatic colors – a balancing act not many brands are able to pull off. Throughout NO/FAITH STUDIOS' establishment, the head of the brand, Luis Dobbelgarten, has accumulated a team of young creatives and friends around himself in his own atelier and thus has the best creative resources to rethink fashion and streetwear over and over again.



NO/FAITH STUDIOS

"Extravagant, funky pieces meet brutal, innovative power in terms of style and technology. Rounded off by an incredible sense for the zeitgeist and the awareness that the demands of the streetwear community have long since evolved. To me, this one of the few German labels that can make it big internationally." – David Stephan

In terms of what makes a street fashion brand a street fashion brand (progressivity, innovation and a zeitgeisty look-and-feel, for example) NO/FAITH STUDIOS is fully convincing to experts as well as end-consumers.

nofaithstudios.bigcartel.com



SYSTEMIC

"Imagine playing PlayStation 1 for the very first time - this feeling of futuristic retro nostalgia is what Systemic looks like." – Julian Meinert

Established only in 2021 by fashion and hiphop photographer Jason Noire and his friend, street fashion connoisseur Tuhan, Systemic did everything right straight away. Vivid designs somewhere between urban and hiking, a mix of 90s playfulness and UK streetwear make the brand easy to recognize. Systemic directly scored big by having US rap star Don Toliver wear their "Ghost Cargo" in one of his Instagram stories.

The color palette of Systemic's most recent drop is mostly earthy with some unexpected pops of color like yellow and cyan to create interesting breaks in style.



SYSTEMIC

According to **AMBITION FIVE** juror Rami Eiserfey, the individual pieces within Systemic's collections are very versatile and go together with whichever style one might already have. But not only is the conception of the collections strong, the visual imagery can keep up with Jason's and Tuhan's vision, too. The outstanding sophistication of the brand's entire image therefore catapults Systemic far ahead of other recently established German streetwear labels.

sys-temic.com



OBS

Telfar bags belong in the past – OBS bags made in Germany are on-trend now. Alright, maybe that's a little too drastic, but **AMBITION FIVE** juror Jean-Claude Mpassy thinks that OBS will become Germany's national pendant to Telfar without any doubt. And that's probably true since the German streetwear community has been betting on OBS' timeless designs and uncompromising quality for quite a while now.

Founded by brothers Johannes and Matthias Schweizer, the brand is known for their contemporary leather accessories and street fashion clothing. The brand works on a seasonless approach to their collections and pays close attention to the longevity and craftsmanship of the individual pieces. All of their products are equally functional and cool. They reveal all the backgrounds Johannes and Matthias have: architecture, performing and visual arts, fashion and product design.



OBS

OBS bags all come with raw edges, visible seams and minimalist designs that highlight the craftsmanship of each individual piece. This makes OBS' design stand out from the crowd of other accessory brands within the street fashion realm.

The AMBITION FIVE jurors are on the same page about OBS: Many of them point out the exceptional quality of the brand. Great attention to detail thus definitely pays off for OBS.

Sebastian Roeb adds that OBS started well before bags for men became a huge trend. And according to juror Mercy Milano, even though already established, the brand's success story has only just begun.

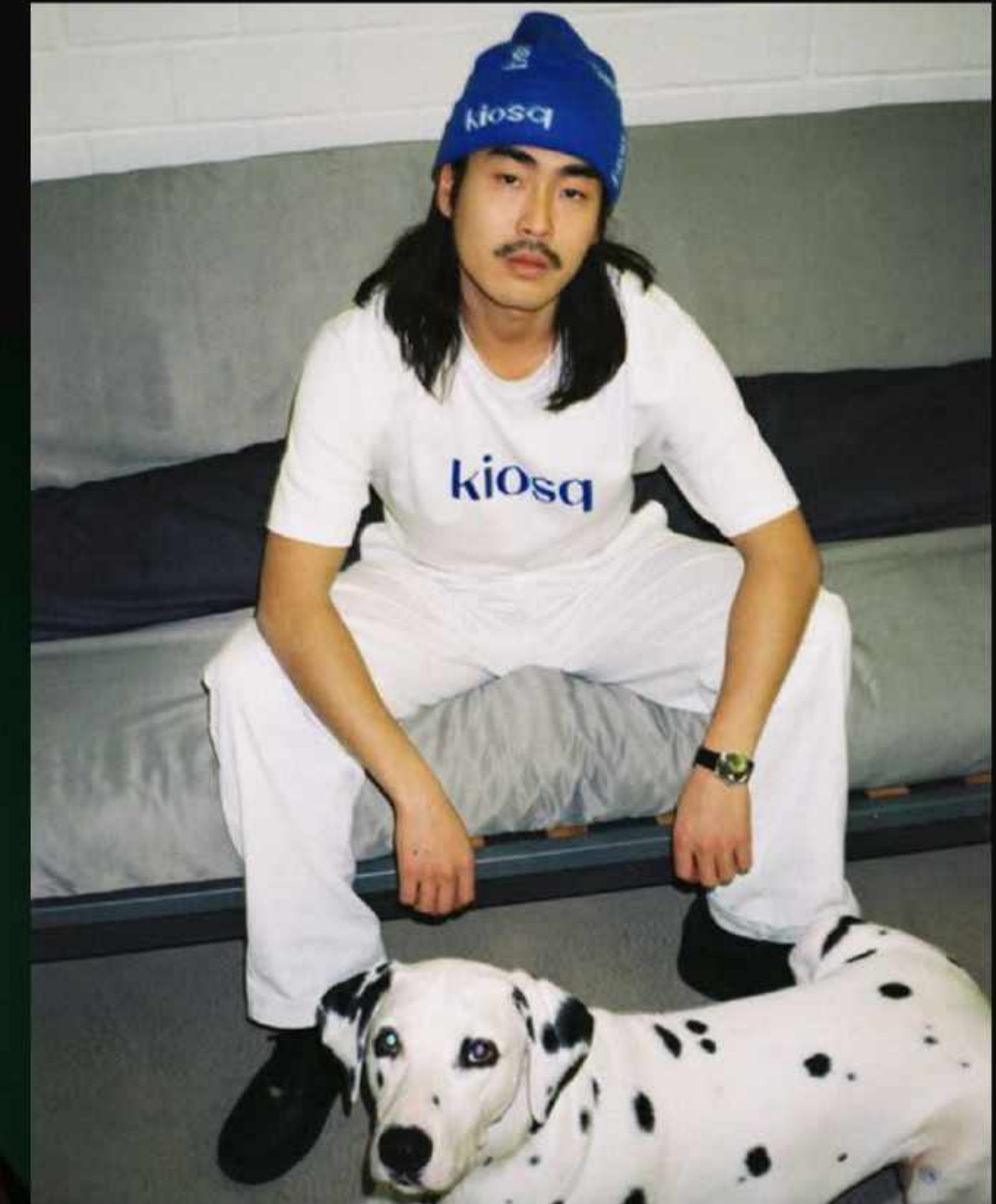
obs-official.com



KIOSQ

"What's more German than the good kiosk around the corner?" **AMBITION FIVE** juror Cheryll Mühlen asks with regard to the corner stores that Kiosq was named after. Quite little, actually. And Kiosq's look and feel is authentic and bold, yet understated — just like your favorite kiosk.

The Düsseldorf-based brand's identity is deeply settled in skateboard culture and still feels absolutely like 2022. Kiosq is as contemporary as it is cool. For its collections, Kiosq mostly works with solid and classic-feeling colors such as black, royal blue, red and white as well as a recognizable logo font. The juxtaposition of the understated clothing and the font creates, in the words of **AMBITION FIVE** juror Julian Meinert, "a surprising amount of tension thanks to their sophisticated yet slightly playful typography and how it is placed".



KIOSQ

The three creatives behind Kiosq, Mark Smith, Marcel Amir Speiser and Piotr Zapasnik, do not try to copy anything or impress anyone with their designs. They are simply doing it from the culture for the culture, so to say. All of their pieces come in a high-quality cotton mix and simple, yet sophisticated cuts which all have their roots in skate culture. But the brand is still growing. The development of Kiosq and their further play with colors, cuts and the application of the recognizable logo within the next drops will be interesting, too.

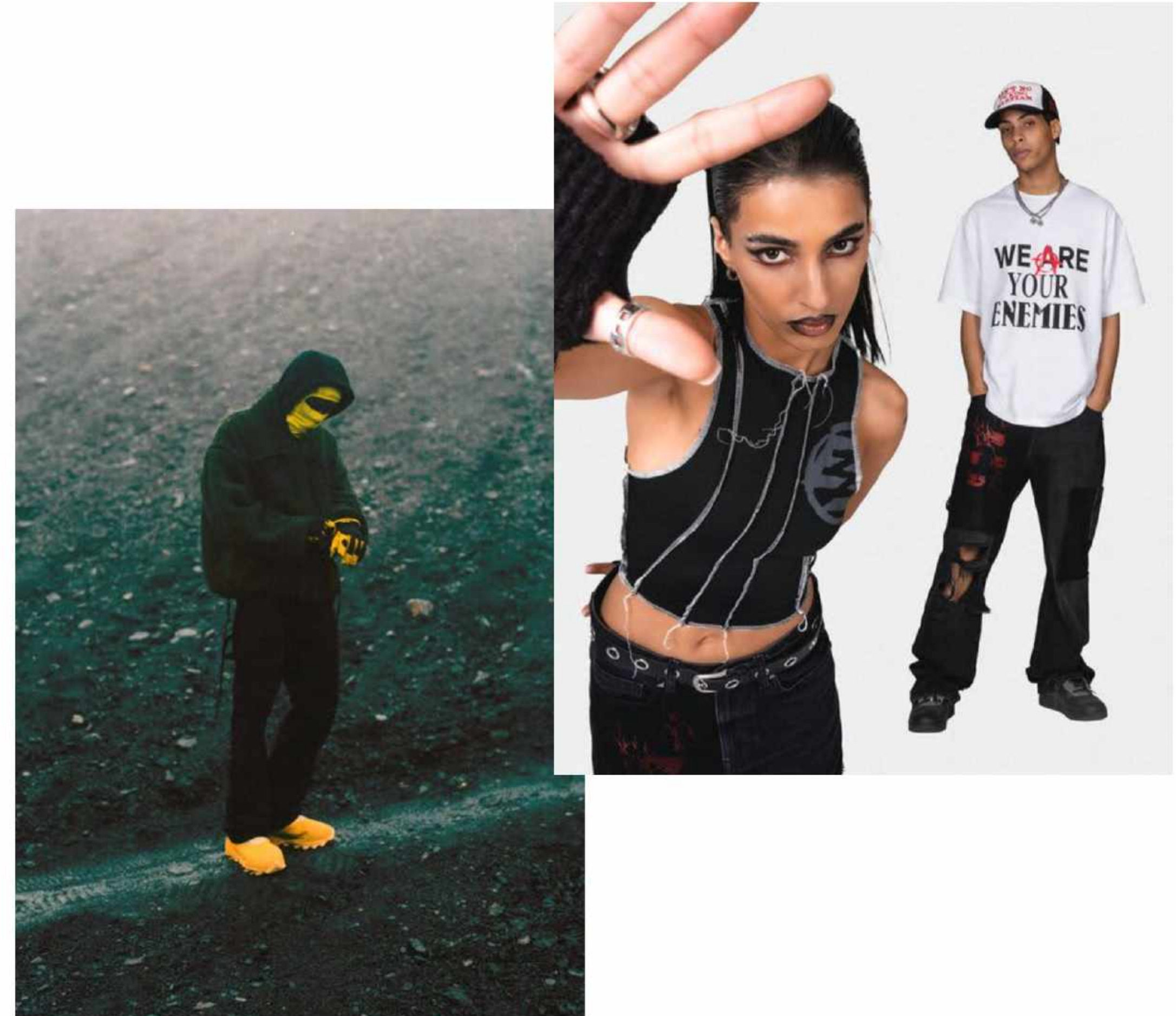
kiosq-supply.com



ENEMY EARTH

Punk-inspired prints, rhinestones and an anarchist attitude: That's Enemy Earth. The Cologne-based streetwear brand brings a slightly different style to the table than the other streetwear brands in this year's top five. Whereas all of them are distinctively different and come with different strengths and styles, Enemy Earth is staying true to its punk-inspired roughness and edge. Especially the German music scene seems to enjoy the designs. The styles have already been spotted on rappers like Edo Saiya and BHZ.

Another strength of the brand are the lookbooks. Nik Müller, one of the founders next to Jan Bartens and Flo Mumber, has created a very strong and distinctive visual imagery for the brand and thus, provides great recognizability.



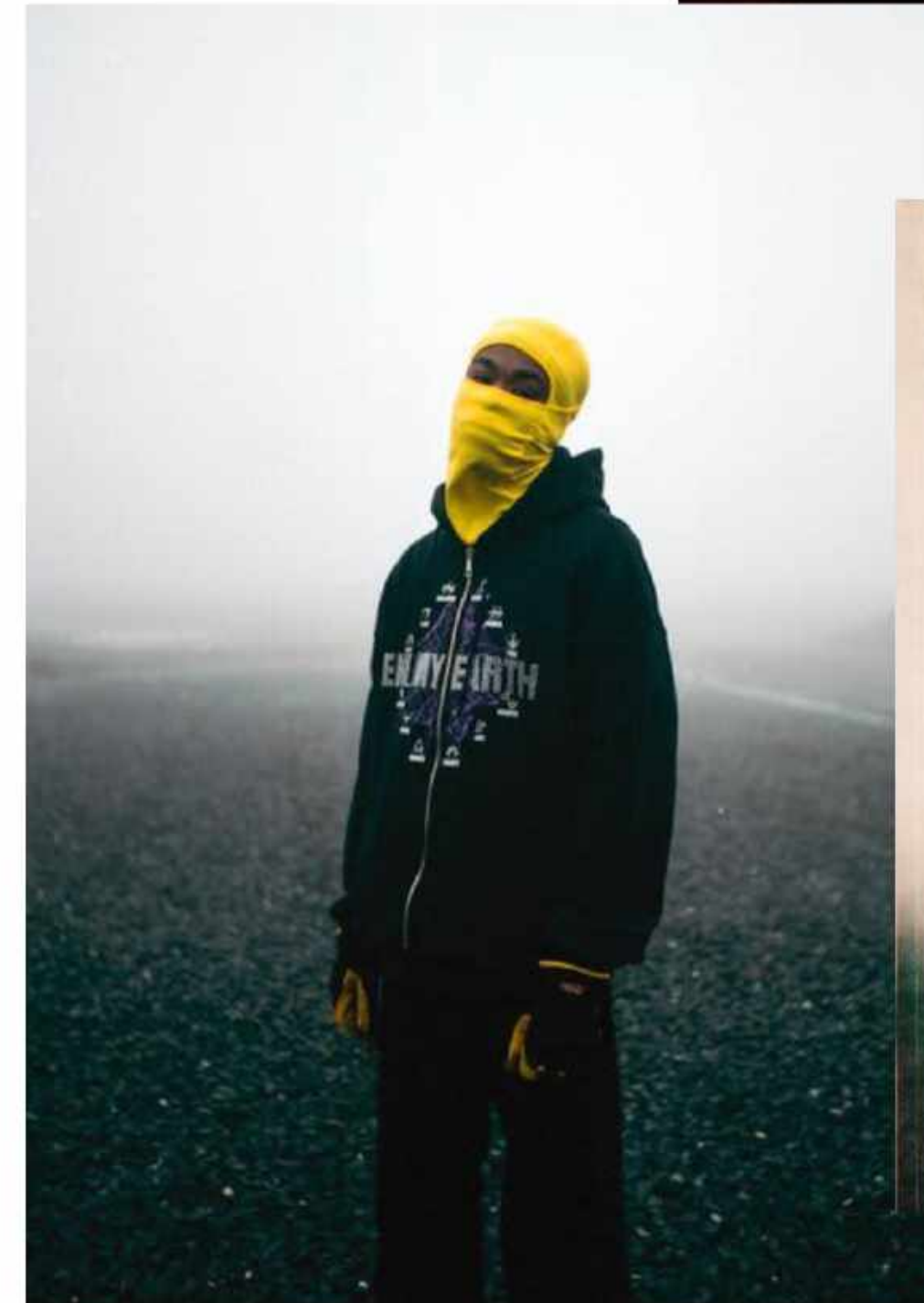
ENEMY EARTH

"The many small details on the items as well as the clearly recognizable concepts that are switching from collection to collection and sometimes complement each other, make Enemy Earth a pioneer on the German streetwear market." – Rami Eiserfey

Despite the rhinestone pieces which made the brand pop in the first place, some drops have been more lowkey. But for their last drop Enemy Earth brought back an extra-glam variation of the rhinestone zip hoodie.

As the fashion zeitgeist is ever-changing, it will be interesting to see which other modifications Enemy Earth will be making in order to follow trends while making sure to stay true to its distinctive brand identity.

www.enemyearth.de





NOTABLE MENTIONS

GERMANY

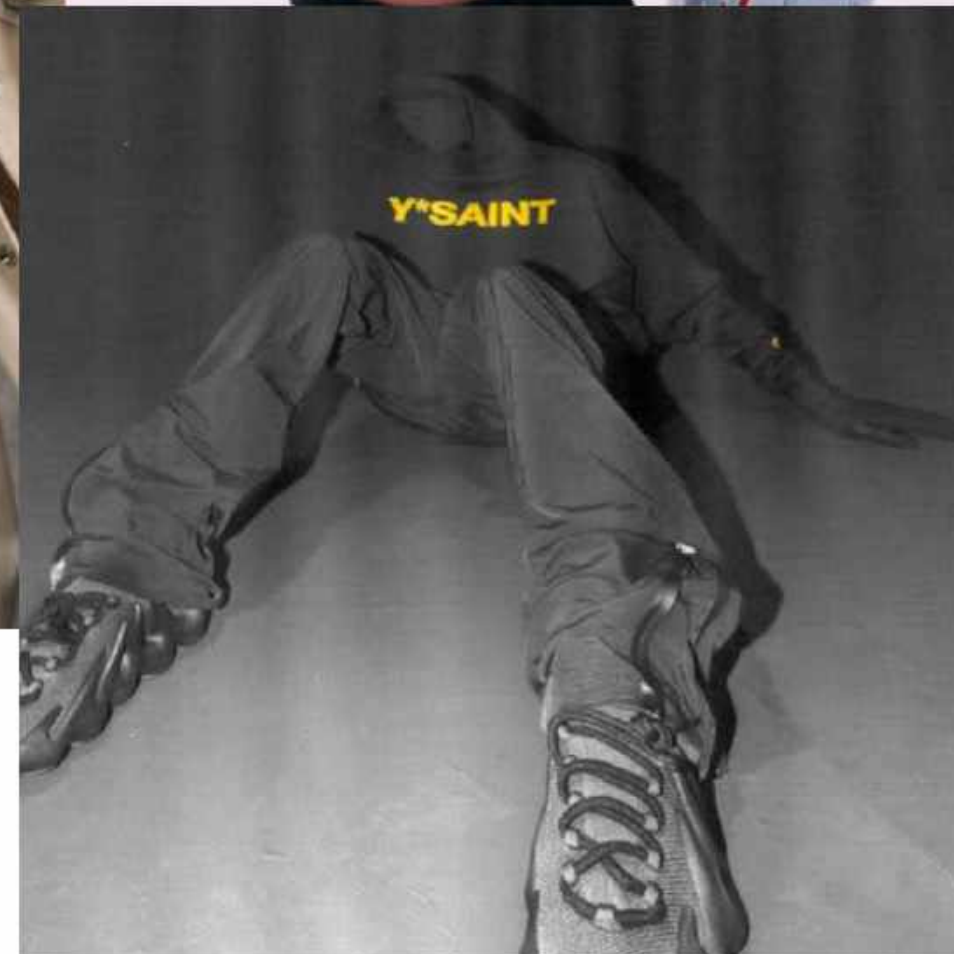
NOTABLE MENTIONS GERMANY



Trendt Vision



Lovescars



Youngsaint

Not only the brands which have made it into the TOP FIVE are likely to have an impact. Ten more brands you should also know about:

German fashion influencer Jana Nell's brand **lovescars** was only founded in 2021. Thanks to the influencer's large audience of over 320,000 followers on Instagram, a great network in the fashion industry and broad knowledge of streetwear, the brand is ever-growing since its launch and offers some interesting designs, prints and colorways.

Berlin-based brand **youngsaint**, on the other hand, focuses more on techwear, cozy sweats and jewelry pieces.

Trendt Vision, a young brand founded in 2020, has recently launched on-trend varsity jackets. Other launches included cargo pants, puffers and sweat pieces.

NOTABLE MENTIONS GERMANY



99Based



Atelier Roupa



Rausch Studio

Atelier Roupa is more focused on the silhouettes of their pieces. Additionally, the 2019-founded brand works a lot with patchwork and unexpected placements of design elements.

Other national brands on the shortlist were **22DABE22**, **99Based**, **Rausch Studio**, **FOUJEE**, **Midnight** and **TREFFPUNKT**. They all deliver distinct points of view on streetwear and fashion and have created brand identities which make them stand out from the crowd of brands in 2022.

SHORTLIST '22 WORLDWIDE

SHORTLIST WORLDWIDE*

| | | | | | | | | |
|----------|---|--------------------|-----------|---|------------------|-----------|---|-----------------|
| 1 |  | A.A. Spectrum | 6 |  | Clints | 11 |  | HOUSE OF ERRORS |
| 2 |  | A Better Mistake | 7 |  | CGI | 12 |  | REESE COOPER |
| 3 |  | affxwrks | 8 |  | DONCARE | 13 |  | ROARINGWILD |
| 4 |  | Arnar Mar Jonsson | 9 |  | entire studios | 14 |  | SKITZO |
| 5 |  | Atelier New Regime | 10 |  | FFFPOSTALSERVICE | 15 |  | SPENCER BADU |

AMBITION FIVE – FASHION '22 WORLDWIDE

THEA

THE WINNERS

AMBITION FIVE - FASHION 2022 | WORLDWIDE

HOUSE OF
ERRORS

REESE
COOPER

ENTIRE
STUDIOS

ARNAR
MAR
JONSSON

ROARING
WILD

Source: @houseoferrors @1032space @entire_studios
@arnarmarjonsson @roaringwild instagram

HOUSE OF ERRORS

Vests and puffers have been the vibe in streetwear for quite a while now. Combine the two of them to a puffer vest and you are right on-trend – maybe even a little too on-trend. You can see monochromatic puffer vests almost everywhere, especially with the UK grime and drill trend going on right now. That's where HOUSE OF ERRORS comes into play. The US streetwear brand creates beautiful puffer vests with extraordinary motives, such as gigantic eyes or beach sceneries in vibrant colors, and thus gives the puffer vest a complete makeover. They also offer further jacket and bag variations in puffer material and motif pieces that US-rapper Jack Harlow and R'n'B singer Chris Brown love to wear.



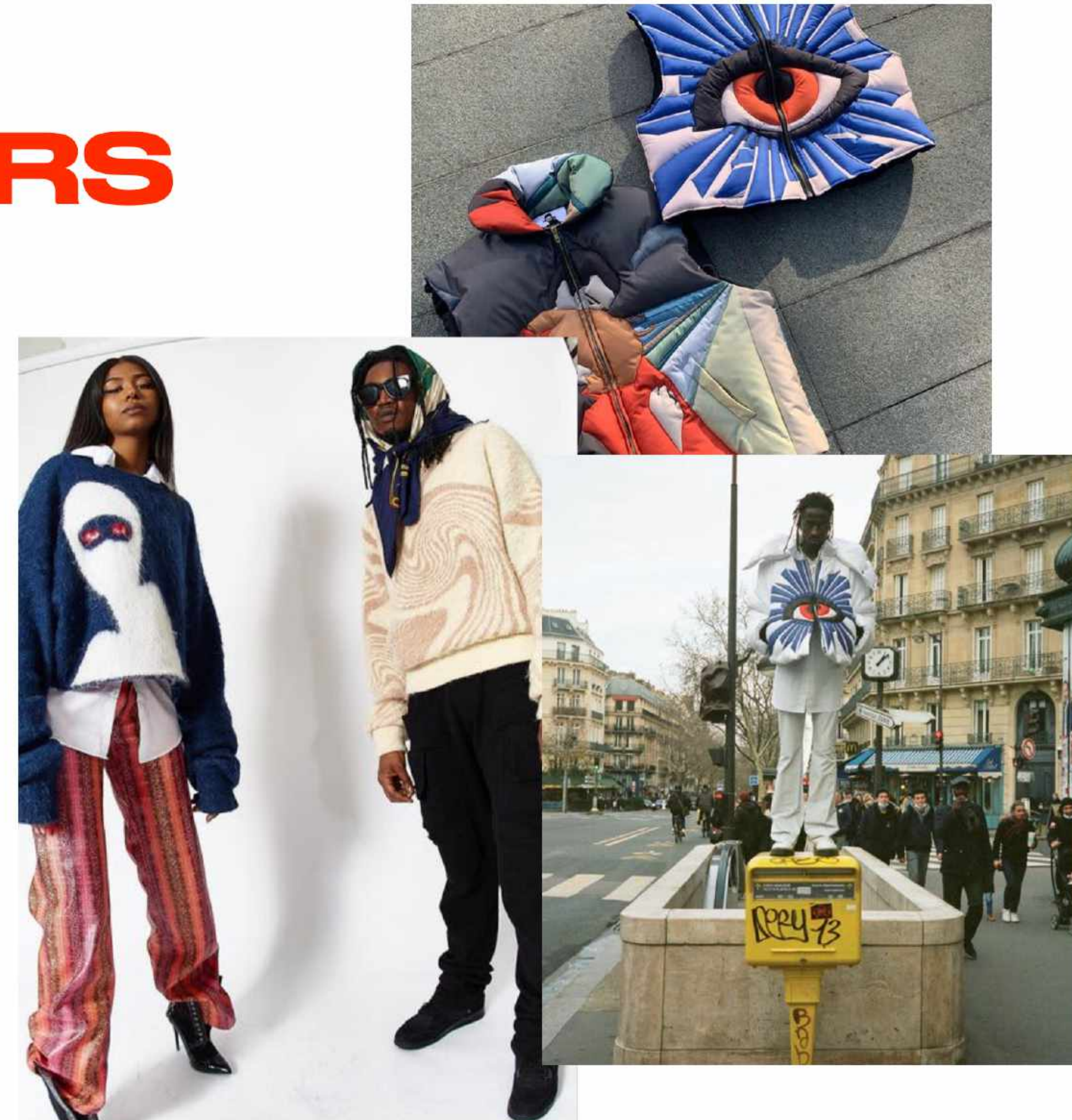
HOUSE OF ERRORS

"Minimalism is dead with HOUSE OF ERRORS. The brand makes fun pieces that live by their exciting textures and pop-culture-references." Alina Amin

HOUSE OF ERRORS is everything you can want from a young brand: exciting and colorful, delivering a fresh approach to timeless silhouettes by combining them with unexpected prints and textures. Despite all the surprising elements the single pieces have, you can always assign them to the label without doubt.

In a nutshell, expectations are high. HOUSE OF ERROR might just be the next to blow.

houseoferrors.org



REESE COOPER

Reese Cooper is taking us on an adventure in many different ways. The highly outdoor-inspired streetwear brand is incredible in storytelling, which might be rooted in the designer's affinity for exploration. Reese Cooper describes himself as a multi-disciplined artist who takes inspiration from fashion, photography, film and furniture and merges all of those in his brand to create powerful messaging with his pieces. He launched the brand's first full menswear collection in 2018, followed by a womenswear launch in 2020—both created with the brand's core inspirations "Vintage Americana" and "the great outdoors" in mind. The simplicity of the cuts and interesting placement of design elements such as prints, attached bags and key rings make the brand's visual identity simple, yet refined at the same time, and give it a recognizable edge that distinguishes it from other US-based streetwear brands.



REESE COOPER

"Workwear meets art meets streetwear - in its natural way.
That's it. That's the shit." – Cheryll Mühlen

As the brand has been continuously evolving since 2018, the success story of Reese Cooper is most likely to be continued. The outdoorsy, yet more elevated concept will continue to have an impact on the international streetwear market. As the Americana style of the brand slightly resembles Raf Simons' aesthetics in particular, the future of Reese Cooper seems to be extra-bright.

reese-cooper.com



ENTIRE STUDIOS

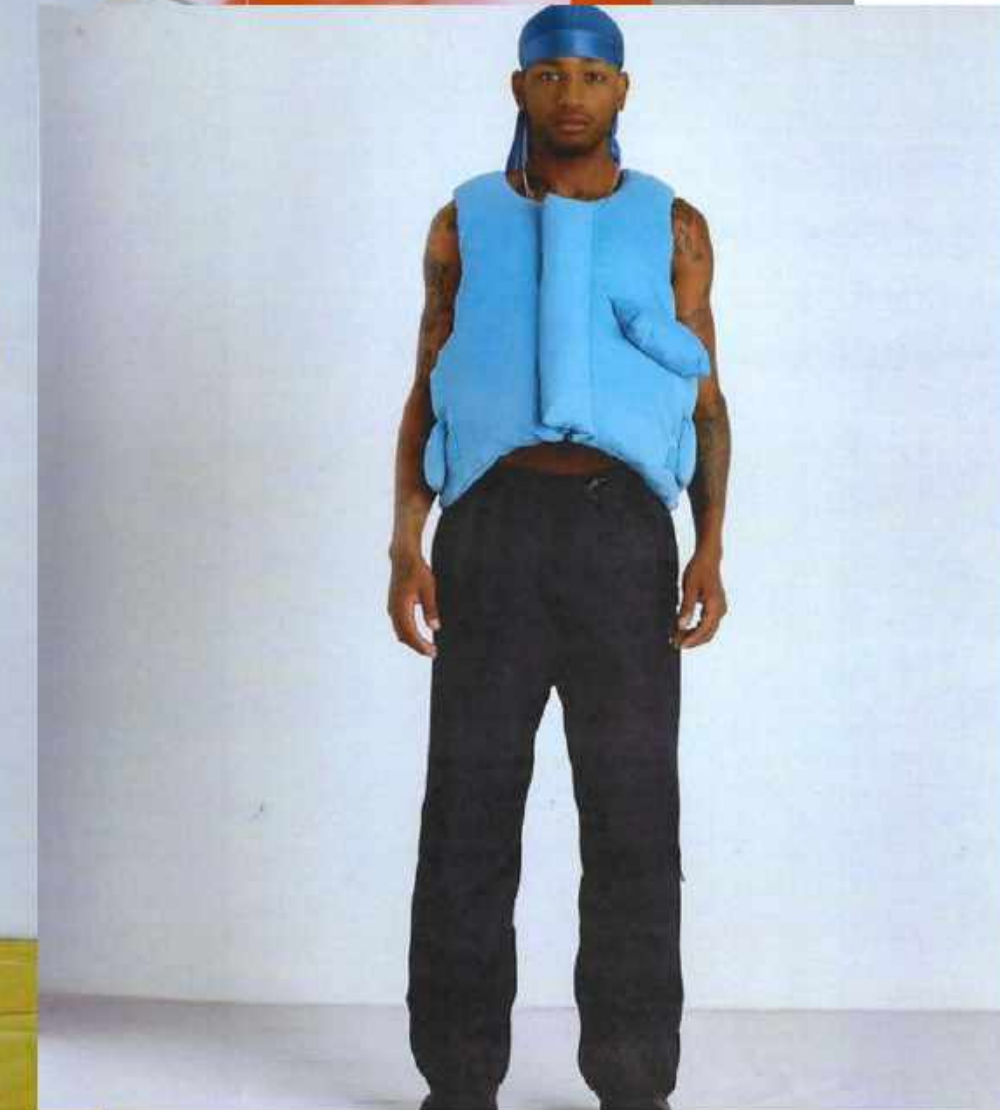
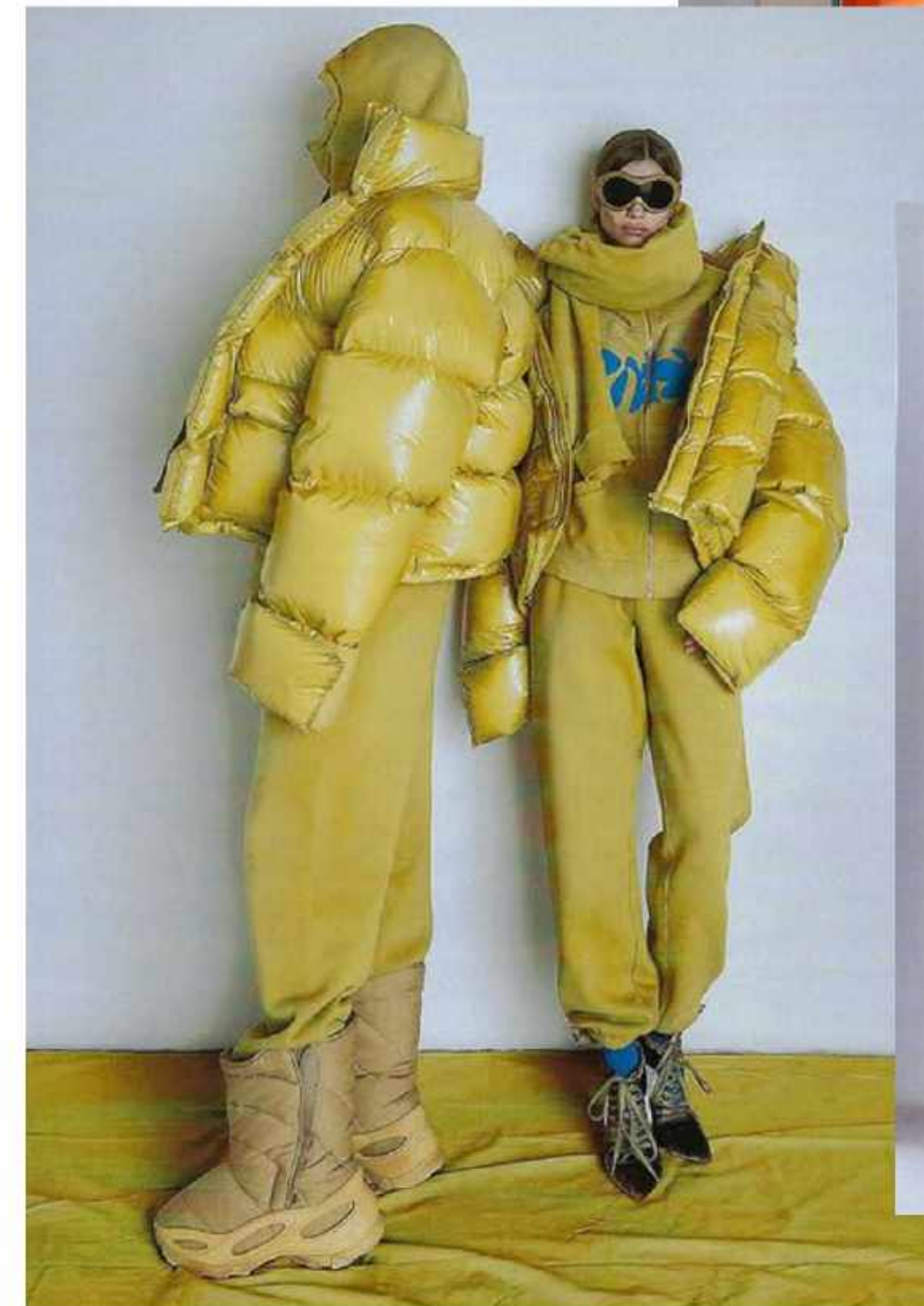
USA-based brand Entire Studios makes streetwear pop – in the brightest, boldest way possible. Exaggerated, over the top cuts meet vibrant, almost fluorescent colors and hit the current zeitgeist with a youthful, subculture-inspired look and feel. The two founders Sebastian Hunt and Dylan Richards started their brand in 2020 – at the beginning of the still ongoing pandemic – but have grown Entire Studios against all odds. AMBITION FIVE juror Mercy Milano highlights the high fashion-feel of the online visibility of the brand: **"Entire Studio has a strong online presence on their website as well as their Instagram page. The garments are presented by different color schemes and the selection and range of colors is special and at the same time, natural."**



ENTIRE STUDIOS

Additionally to the modern online presentation and the contemporary colors and cuts, the concept of the brand is extremely up-to-date as well. Entire Studios deems itself age-, gender-, and body type-inclusive. Each and every garment can be worn by anyone regardless of their self-identification or physical appearance. It-Pieces within the brand's collections so far have been exaggerated puffers paired with cozy, form-fitting basics to accentuate the body underneath the extra-large puffer coats. With a look into the future, it will be exciting to see how Entire Studios continues to play with different silhouettes and interesting color choices to keep the brand's profile, while also adapting to new developments within the streetwear industry post-covid.

entirestudios.com



ARNAR MAR JONSSON

The London-based menswear label Arnar Mar Jonsson stands for elevated outerwear, technical materials and the merging of nature and urban environments. The founders Arnar Már Jónsson and Luke Stevens are highly inspired by Jónssons' Icelandic origin and the rich heritage of a close connection to nature as well as craftsmanship. Given that the outdoors and thus, outdoor clothing have had a strong impact on streetwear throughout the past few years, the style of the brand's garments is as contemporary as it is sought-after within the streetwear community. The trekking- and wilderness-inspired look and feel of the brand, with muted colorways and practical tailoring doesn't stop it from entering the closets of fashion-lovers in the big cities.



ARNAR MAR JONSSON

Speaking of muted colorways: Arnar Mar Jonsson is constantly looking for eco-friendly ways to dye the garments. Natural ways of color extraction are implemented into the production process of the collections. Whereas the coloring process mostly takes place in Iceland, the production site is based in the UK, where Luke Stevens himself finishes up the individual pieces. Due to Arnar Mar Jonssons timeless and seasonless approach, the label is here to stay as the collections of the brand will never go out of style. Another benefit: All pieces can easily be included into any wardrobe and go along with almost everything a streetwear fan might own.

[instagram.com/arnarmarjonsson](https://www.instagram.com/arnarmarjonsson)



ROARINGWILD

ROARINGWILD convinces with immaculate visual imagery and surprising moments within each and every new collection. The China-based brand was already founded in 2010 but it's innovative spirit still pushes it to the forefront of brands to pop in 2022. For its collections, the brand specifically focuses on the in-depth conception of details. As AMBITION FIVE juror Julian Meinert points out, the brand especially distinguishes itself from other Chinese streetwear labels by its smart and minimal design choices as opposed to the mostly very exaggerated styles of their competitors. Inspired by urban street style and local youth culture in the fields of life, art and music, ROARINGWILD is nevertheless an ode to self-expression with nods to social issues and dialectical food for thought.



ROARINGWILD

AMBITION FIVE juror David Stephan describes ROARINGWILD's style as "located somewhere between classic streetwear, Belgian avantgarde and sophisticated high-tech fashion", and furthermore points out that "each collection is always a ray of light between all the identity-less brands flooding the market".

Having been in the game for twelve years already, the label is just as young, innovative and contemporary as other, younger brands and thus takes its well-deserved place within the AMBITION FIVE. Looking for novelties and interesting collaborations, ROARINGWILD won't disappoint you.

roaringwild.com





NOTABLE MENTIONS WORLDWIDE

NOTABLE MENTIONS WORLDWIDE



DONCARE



A Better Mistake



Affxwrks

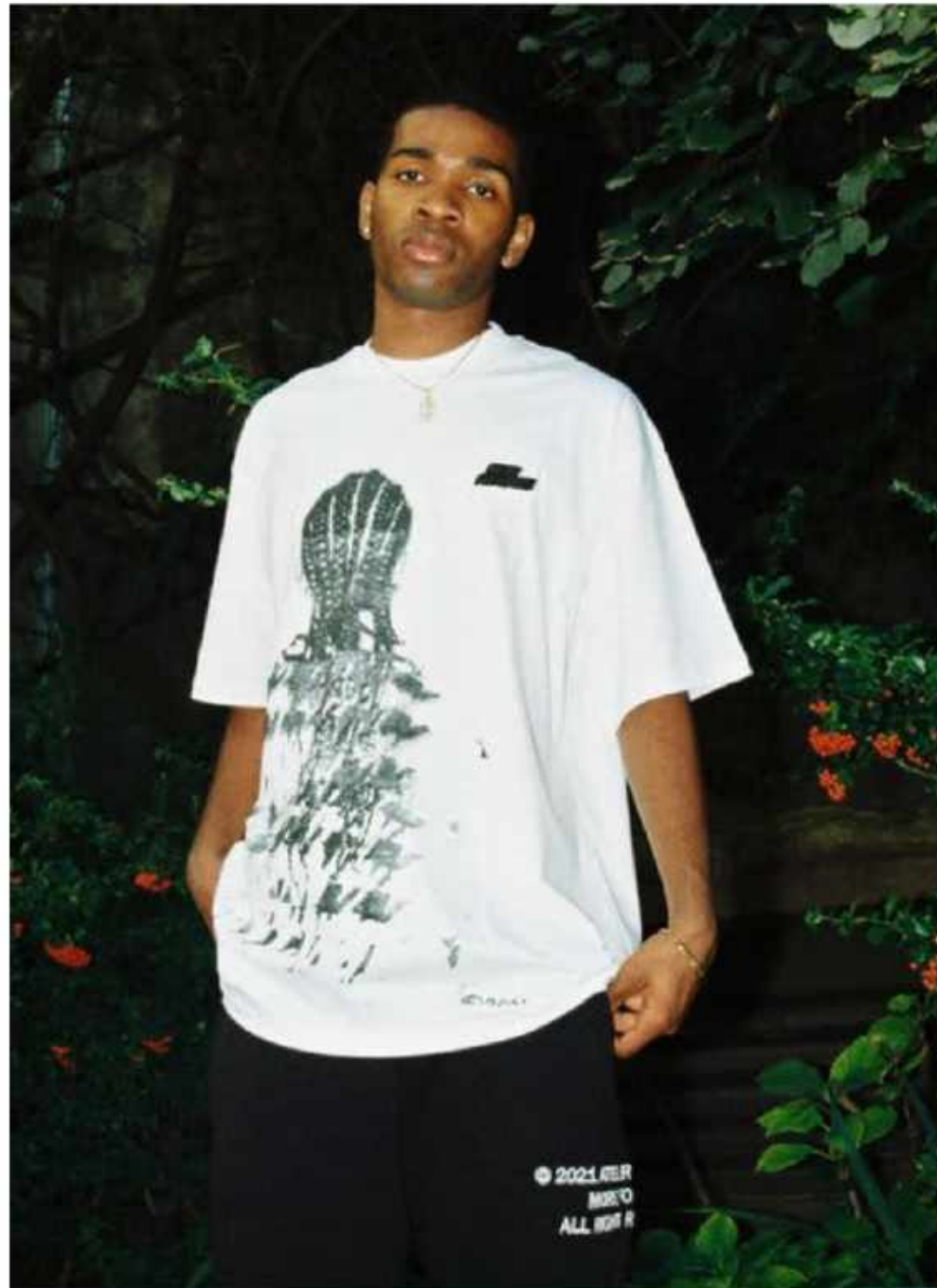
The international shortlist started with a big boss: **DONCARECN** from China already had over 100K followers on Instagram – for good reason. The eclectic designs of the brand give it high recognition value and make up a huge fun factor for the brand's customers.

A Better Mistake straight outta Italy takes a more avantgarde approach on streetwear. Silhouettes and styling of the brand's pieces resemble the high fashion houses and thus make it especially desirable for musicians as they make great show looks.

Affxwrks from the UK is very different to that: The brand combines workwear aspects with UK grime and Berlin techno elements and makes fashion look very easy.

From the US: The freshly up-and-coming brand **computergenerationimagery** that mostly works with solid colors and science fiction-inspired silhouettes.

NOTABLE MENTIONS WORLDWIDE



Atelier New Regime



Spencer Badu



A.A. Spectrum

Additionally, two Canadian-based brands have made it to the international short list: **Atelier New Regime** and **Spencer Badu** both feature a more classic approach to streetwear with nods to hip-hop and urban culture.

Other brands on the list are **FFFPOSTALSERVICE** from the US, **Skitzo** and **Clints** from the United Kingdom and **A. A. Spectrum** from China. All brands on the short lists were carefully curated by THE AMBITION's in-house fashion expert team and, thus, all are anticipated to change and frame streetwear within the next couple of months.

ABOUT US



WE BUILD LONG-LASTING CULTURAL CREDIBILITY

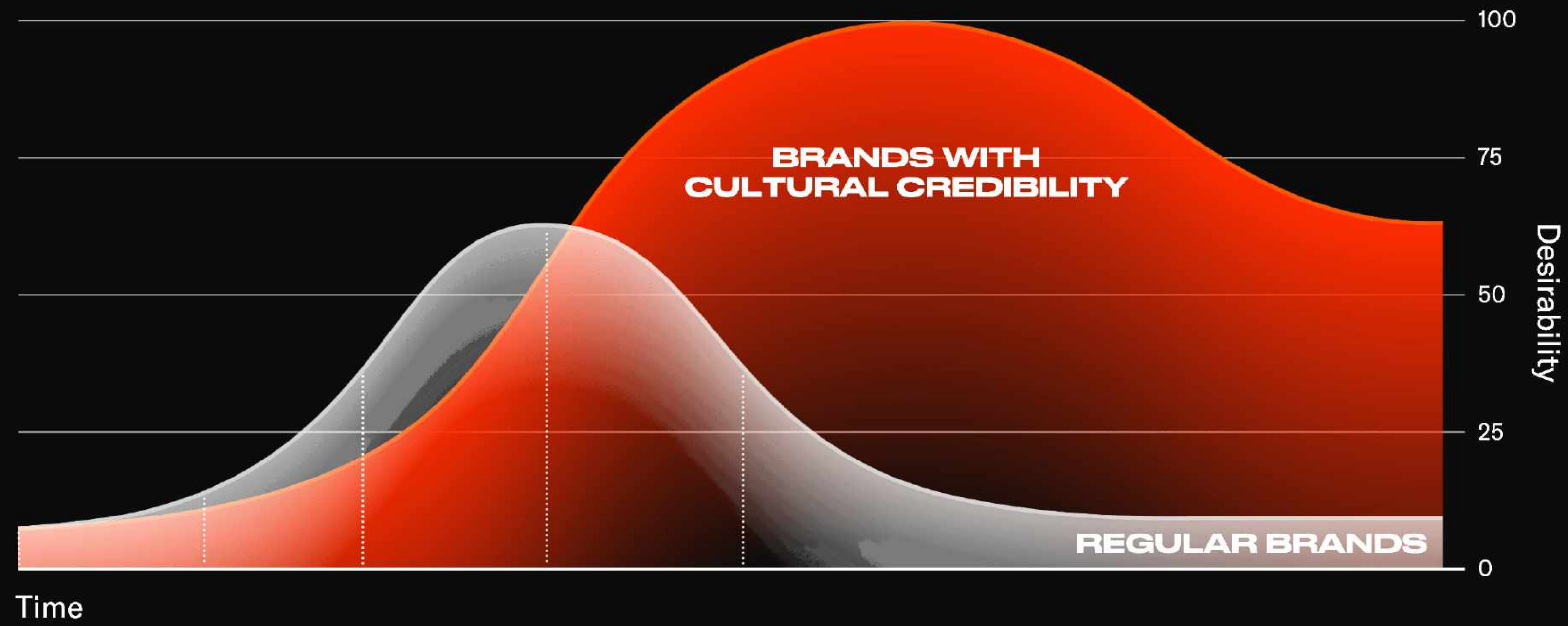
THE AMBITION is a consulting company for hiphop culture.

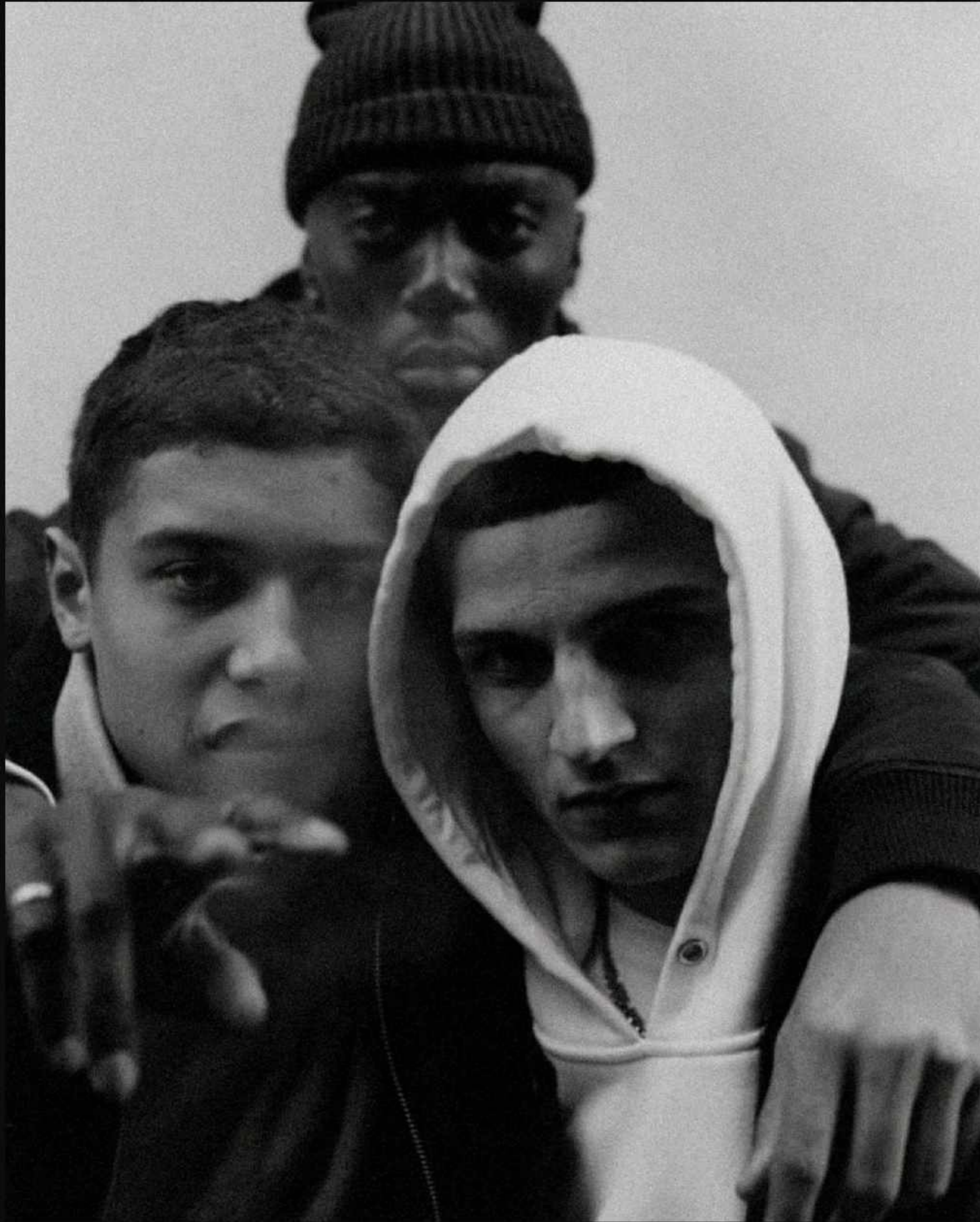
We enable companies to sustainably utilize the business and marketing potentials of hiphop culture.

We translate cultural codes and develop strategies that root brands in hiphop culture.

We push the culture forward by working with the best talents from within it and providing them with unseen possibilities.

HYPE CURVE OF BRANDS





49 % OF YOUNG ADULTS IN GERMANY

between 18 - 24 YO identify themselves with hip-hop culture - making it the most dominant culture among young consumers.

Overall four out of ten Germans between the ages of 12 and 49 (40.7 %) identify with hip-hop culture – both male and female.

THE KEY IS AUTHENTICITY

Unfortunately, you can't buy or strategize credibility.

The only way to achieve it, is by authentically interacting with the culture and adding value to it.

That's what we are here for.





OUR SETUP

- 30 internal & external **culture experts**
- Exclusive **data & culture insights** from hiphop.de
- Close **connections to all relevant talents** from the culture; e.g. designers, illustrators, photographers, producers, rappers, writers, videographers and many more



OUR OFFER

WE ANALYZE. WE STRATEGIZE. WE ADVISE. WE EXECUTE.

We believe in a holistic approach in order to create a long-term strategy based on a deep analysis of the culture and brand DNA.

We are a one-stop-shop for rooting companies into hiphop culture.

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Amadeus Thüner
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Rami Eiserfey
Sebastian Roeb
Willy Iffland

THE-AMBITION.COM

THEAMBITION

LET'S TALK.

THE AMBITION GMBH
BURGHOFSTR. 40
40223 DÜSSELDORF
CONTACT@THE-AMBITION.COM