

# CAMO IN FASHION, A LOOKBOOK

By **jeremy jimenez**

# WHAT IS CAMO OR CAMOUFLAGE

use of any combination of materials, coloration, or illumination for concealment, either by making animals or objects hard to see, or by disguising them as something else. From the spots on a leopard, to the color pattern of a butterfly, and the combat uniform of a soldier, camouflage is everywhere you look.





CAMO  
INCORPORATED INTO  
FASHION

# HOW CAMO BECAME POPULAR

Camo/camouflage became popular in 1980s when everyday people started to rock numerous colors and shades of green, tan, sand brown. Now camo is one of the biggest fashion trends in the world



# DIFFERENT TYPES/DESIGNS OF CAMO





# CAMO INCORPORATED IN LOOKS



# MORE LOOKS



# ● WHERE TO FIND CAMO CLOTHING

- Thrift stores
- Depop
- Ebay
- Rothco.com
- And even more







THANK YOU