
NASCAR IN FASHION, A LOOKBOOK

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History of Nascar



Nascar was founded on August 6, 1948 in Daytona Beach, Florida, where people like Bill France, and others came together and brought cars to determine who's the fastest and ultimately having a race. From that point on onward more races would occur and NASCAR would be founded. Nascar would grow into having races in 48 states with , 100 tracks, and about 1500 races a year. Also in the southern states , NASCAR is a big part of cultures, communities, and businesses.

How nascar made its way into fashion



In the 1990s NASCAR's popularity grew when oversized jackets with roaring graphics worn by jeff hamilton and gained fandom from notable people like Magic Johnson and Arsenio Hall. Nascar would grow in popularity when it was appeared in street fashion and music videos.

Being color coordinated in nascar themed outfits

Nascar fashion is known to have lots of colors and logos. These elements can be used to be the staple of outfits. With most NASCAR pieces, the colors and boldness will be the only thing needed to make the outfit elite. This will lead to more bold but simple outfits.

EX. on the right a bold outfit that is simple. The colors from the shirt give the outfit some pop and also matches well with the shoes as well.



Different examples of outfits with NASCAR shirts



More examples of outfits with NASCAR shirts



Outfits with nascar jackets



More examples



Where to find nascar apparel

Deepop (website or app)

marketplace.asos.com

Thrift stores

fanatics .com

shopJhdesign.com

Thank you
