## Gen-Z youth revives retro fashion via social media

KUALA LUMPUR: Often appearing in retro-inspired fashion on social media, Sharif Kamarul Husin's looks resemble a fashionista from the 1970's or 1980's brought by a time machine.

Comfortable wearing bootcut pants, patterned shirts with vintage cuts and classic framed glasses, the young man's video and photo displays on various platforms are just like rewatching scenes from films of that era.

that era.
What's interesting is the
Bachelor of Marine Technology
Engineering student at Universiti
Kuala Lumpur (UniKL) cleverly
incorporates elements of drama
and comedy that amuse netizens,
catching the attention of several
celebrities.

Born in 2001, Sharif, who is known for sharing lifestyle, beauty, and fashion content, said he prefers retro style given his love for music from that era since he was young.

"Whenever I watch music

"Whenever I watch music videos of bands like Motley Crue, Queen, and Guns N' Roses, I am drawn to and inspired to wear outfits like theirs, and I started looking for them in thrift stores," said the social media influencer, who is better known as Deang Starif

better known as Daeng Syarif.
Retro fashion refers to styles
that capture the essence of the
20th century, particularly from
the 1940s to the 1980s. These
include high-waisted trousers,
cat-eye sunglasses and vibrant
tie-dye patterns that were
distinctive of their times.

"This interest grew even more after my video wearing retro clothes, edited with a background from that era, garnered 1.8 million views on Instagram within a week of being uploaded," said Daeng Syarif, who began creating this content last year.

Driven by his passion, the youngest of six siblings is willing to spend up to three hours in thrift stores to find vintage clothing, noting that it is not easy to find the desired items.

"You have to 'dive' into the thrift stores; you won't find new collections. The shirt specifications must include long sleeves with buttons at the cuffs and a collar higher than typical current wear.

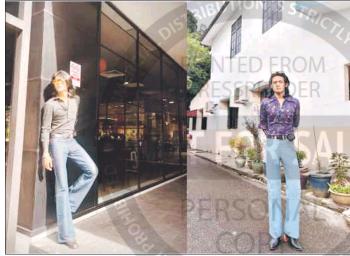
"Most of the shirts sold online are more expensive... some even cost over RM100 compared to thriff stores, where they usually range from RM10 to RM15 only," he said, adding that he also uses Pinterest as a reference source.

Daeng Syarif, who now has over 77,000 followers on Instagram and nearly 660,000 on TikTok, said the content uploaded to his accounts often attracts older social media users

because it evokes nostalgia.

To broaden his growing
fan base and attract younger
followers, the Perak-born youth
plans to diversify his appearances
by blending vintage clothing
with contemporary styles.

"It is also interesting to combine fashion trends from the 1909s and 2000s, such as hip hop clothing as they may resonate more with the younger generation," he said, citing international fashion influencers Wisdom Kaye and Vico Casden as his idols. — Bernama



Sharif often appears in retro-inspired fashion on social media, resembling a fashionista from the 1970's or 1980's brought by a time machine. — Bernama photo

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