

## BET's 'Rip The Runway

Written by Keith ID1017

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Hip-Hop Fashion has bloomed into many new horizons, finding its different clothing labels being worn by people of all music genres, cultures, and lifestyles.

From Karl Kani and late rap icon Tupac Shakur, the founding duo of Hip Hip Fashion, to Rodrick Rainey, the founder of Urb1.com, the first Hip Hop Fashion focused website, this is the latest and most trendy category of fashion today. Through old founders, as well as the new, it's one of the only genres of fashion to keep reinventing itself in today's society over and over again with new branches being added to the "Hip Hop Fashion tree".

One such reinventing is scheduled for Thursday, March 24th, as BET will air "Rip The Runway", a television broadcast dedicated to Urban and Hip Hop Fashion, as well as those who love to keep up with the "Joneses". The show will be Black Entertainment Television's first Urban and Hip Hop Fashion special.

Some Veterans from the Hip Hop Fashion world such as Phat Farm, Baby Phat, Sean John, and G-Unit by Mark Ecko will be showing off their newest fashion designs and concepts. More late breaking and exclusive lines such as Aqua Couture and Bathhouse by Bernard Moore, will be presenting something many Urban lines overlook for the spring and summer showcase, Swim wear.

BET has employees that have admitted to logging into Urb1.com for Urban and Hip Hop Fashion updates and opinions and is expected to also present Hip Hop Music and Fashion news content throughout the show's airing.

Co-Hosting the show will be America's Top Model and famed Cover Girl Diva, Eva Pigford, and alongside her the always uniquely dressed, Umbrella designer, Fonzworth Bently. A lively tandem, they both have been put into a celebrity spotlight from fashion derived events.

With performances by Fabolous, T.I., Amerie, Brooke Valentine, and Doug E. Fresh, BET left a crowd of Hip Hop Music and Fashion enthusiasts on their feet, excited, and overwhelmed by an overall great show. A stage of lights, dancers, glitter, bling, and more created a great atmosphere and quality look to add to the fashion focused zone wanted for the show.

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To view watch "Rip The Runway", BET's first Hip Hop Fashion special, tune into your BET assigned channel March 24th at 9PM (Eastern Time).