



My connection to my chosen garment is rooted in the amazement I had for Rodeo Queens in my youth. Sitting on the curb, I would watch gorgeous cowgirls in head-to-toe sparkle and fringe trot their horses down the parade route.

The glitz and glam, but also the toughness and technical skills required for their sport, is a juxtaposition that continues to fascinate me.





Garment Analysis

The garment: A white 100% Cotton western-style long-sleeve snap-down shirt with hardware and leather embellishments. The garment is second-hand, and the previous owner has not followed the proper washing protocol, leaving the six lycra colour leather fringe embellishments sprawled out in different directions. The other embellishments: Six medal disks from where the leather hangs, an array of randomly placed rhinestones, pearls, and beads, and a thick, rounded ribbon that snakes around the shirt collar, remain in great condition. The real origins of this shirt are murky, as the label with a brand name on it appears to be hand-sewn in. In retro cursive, the label reads "Jerrie Shop, Cedarhurst, N.Y." Under this label is a more professionally added one, reading the previously neglected washing instructions. When researching the sewn-in label, only an old swimwear company comes up. Furthermore, the label switcher may have also modified the size of the shirt slightly. When looking inside, there are professional seams accompanied by two homesewn ones that run from the bottoms of each side through the arms and abruptly stop a few centimeters before the cuffs. An attempt at making a more fitted look.



fig 9

Fig 11

Garment Analysis

Even with the adjustments the previous owner made, the shirt fits quite boxy and serves a more oversized look. On the original tag, the shirt's size is a medium, implying that it was intended to be a more flowy, oversized fit, considering how big it is compared to standard mediums. Additionally, when worn with the cuffs snapped shut, they typically fit the model quite well, while the body of the shirt is far bigger on the model. This fit allows a nice, comfortable wear for the model and actually accurately mimics the fit of some shirts in rodeo today. The light material and white colour of the shirt imply that the shirt is meant for a warmer climate, like a desert. The long sleeves serve as sun protection, the color reflects the sun, as opposed to soaking it in, and the loose fit makes the shirt breathable and facilitates wind flow to the wearer.

This snap-down shirt stands out among the classic long-sleeve western shirts as it was pattern cut to have a large pointe yoke that frames the neck and shoulders, with the peak of the triangle running down the chest. The yoke is lined and only fastened down to the front of the shirt by three seams: the shoulder, neck, and center seam. It continues onto the back as a far less extreme triangle fastened down at all edges, more similar to classic Western shirts. Another adjustment made by a previous owner can be found on the inner shoulders. Short strips of worn-out Velcro sit on the shoulders with no apparent use. It seems that they must have been means of connecting shoulder pads, which tracks, considering the emphasis already put on the shoulders with the pointed yoke. This gives the shirt a very retro style.

All figures (Scotto di Carlo)

Fig 10



Fig 28 (Scotto di Carlo, 2025)



Fig 29,
(Embroiderydesi
gns.com, 2025)



Fig 13

Garment Functionality

While these stylistic choices provide some insight into the Western style and retro era that inspired the design, the practical functions are a little harder to see. For instance, the choice to use snaps over buttons. When riding through treelines and brush, it's important to have a shirt that can easily come off. "The buttons snap and release, saving the rider from a devastating rip in their shirt, (Pudim, 2010). Additionally, as previously mentioned, other simple aspects of the shirt are quite practical: the loose fit, the white colour, and long sleeves. They all give the wearer temperature control and breathability while riding in the heat.

These practical features give this shirt credibility as a proper, usable Western shirt; however, the real historical value of this shirt is found within the extravagant decorations on the front.



Fig 12



Fig 14
(National Museum, 2017)

Fig 14



Garment History

Some details can be dated back to as late as the 1700s, when the Spanish were occupying Mexico. The livestock that the Spaniards brought with them to Mexico was pivotal in the creation of the modern-day cowboy and western wear as it is known today. Spaniards taught the native people of Mexico to tend to their livestock, handling cattle, roping, and cultivating the land. From this emerged the term Vaqueros (ranchers), the first real cowboys (RanchingHeritage, 2022).

Vaqueros wore what would now be seen as a fusion of traditional Mexican dress and western wear: chaparreras (leather trousers) decorated in hardware, button-down shirts, short jackets, wide-brim hats, and boots. The metal hardware on the pointed yoke of the shirt resembles the hardware on the sides of these trousers (Wilson, 1996).

Fig 15



Fig 15 (Scotto di Carlo, 2025)

Fig 24 (Brynn, 2023)



Fig 26, Images of my great grandpa on a horse and around the fire (Scotto di Carlo, 2025)



Fig 27 (Scotto di Carlo, 2025)

Fig 25 (LOT-ART,2016)



Contemporary Aspects

However, the rest of the decorations on the pointed yoke come from the other side of cowboy culture. Rodeo. The closest thing the United States has to a monarch is rodeo royalty. Queens and princesses earn their fringe chaps and rhinestone-embedded shirts through competitions involving intense athleticism, technical skills and exceptional poise (Missrodeooregon, 2025). These glamorous outfits are now being showcased on the worldwide stage outside of the rodeo arena. In 2018, Lil Nas X came out with Old Town Road. A master of social media, he knew how to market and promote his debut song fusing pop, country, and hip-hop in a way that has never been done before. Dressed in fringed outfits and cowboy boots, Lil Nas X and Billy Ray Cyrus preformed this song all around the world.

Fig 16 (McCain, 2024)

Fig 17 (Pinterest, 2024)

Fig 18 (Rumsey, 2024)

Fig 19 (Stark, 2017)

Fig 20
(Missrodeooregon, 2024)

This huge success helped country music further expand into other genres (Yglesias, 2019). In recent years, artists like Post Mellon and Beyoncé have released country albums, two artists who are known for pop music. Now on tour, Beyoncé fills her stadiums with fans wearing what rodeo queens would wear while getting crowned (Baker, 2024).

Fig 21
(Newman-Bremang, 2024)

Fig 23, (Scotto di Carlo, 2025)

Fig 22
(PRETTY BIRD, 2018)



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Fig 32 (Scotto di Carlo, 2025)

Image References List

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Fig. 14 Image of Vaqueros

National Museum of American History. (2018).Portrait of a Vaquero. [online] Available at: https://americanhistory.si.edu/collections/object/nmah_1890491 [Accessed 4 Nov. 2025].

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Fig. 16 Image of Rodeo Queen

McCain, J. (2025). Rodeo Fashion Show. [online] Pinterest. Available at: <https://www.pinterest.com/pin/184577284722662034/> [Accessed 7 Nov. 2025].

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Pinterest.com. (2025). Hobby Lobby. [online] Available at: https://www.pinterest.com/pin/Afm4MwXvtJrm4A3M9XmebUtuGMX_bYsyc7hdyc25uoZZWQVK4nYe2CT3QT00VhGHWPfM1J7RS0vV500cr mC1TUA/ [Accessed 7 Nov. 2025].

Fig. 18 Image of Rodeo Queen on horseback

Rumsey, K. (2024). Miss Rodeo America Outfits. [online] Pinterest. Available at: <https://www.pinterest.com/pin/23221754322685783/> [Accessed 7 Nov. 2025].

Fig. 19 Image of Miss Rodeo Florida riding in the rodeo

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Fig. 20 Miss Rodeo Oregon Official Logo

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Fig. 21. Image of Beyonce from Cowboy Cater Album Newman-Bremang, K. (2024). Cowboy Carter Isn't Revenge. It's A Reeducation. [online] Refinery29.com. Available at: <https://www.refinery29.com/en-us/2024/04/11698236/beyonce-cowboy-carter-album-country-music-history-reaction> [Accessed 6 Nov. 2025].

Fig. 22 Image of Lil Nas X and Billy Ray Cyrus performing

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Fig. 23, Scotto di Carlo, Photo, 2025

Fig. 24 Image of Negative film

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Fig. 25 Vintage cowboy boots with spurs

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Fig. 26-27 Daphne Scotto di Carlo, Photos, 2025

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Fig. 29, Image of embroidered horse

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Fig. 30, Image of Rodeo Queen on horse

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