



Streetwear

By Steven Vogel

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The first definitive guide to clothes inspired by urban youth culture, written and produced by those involved in this fast-growing fashion force, *Streetwear* offers an insider's view of this subculture phenomenon-cum-industry. Hundreds of sketches, graphics, and photos present an encyclopedic overview of street style and fashion, while candid interviews bring together more than forty leading streetwear designers from around the world. *Streetwear* focuses not only on designers, but also on the magazines, Web publishers, and creative agencies that help drive these trends today. With its unique access and detailed reference section, *Streetwear* is the new bible for urban culture enthusiasts, documenting the appeal of a style that has exploded across the globe.

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Editorial Review

From Publishers Weekly

In this energetic "street fashion bible," freelance writer and former pro skateboarder Vogel asks fashion designers around the globe, "how do you define streetwear?" Contrasting considerate discussion with bold graphics, cityscapes, glossy product photographs (T-shirts, hoodies and sneakers are well-represented) and gritty portraits of the folks involved, this volume makes both an introductory "who's who" and a serious inquiry into the history, boundaries and direction of the subculture. Though subjects exhibit plenty of hope and enthusiasm, many worry over the mainstreaming of street culture; what "started as an artistic or social movement" has begun "to shift focus entirely on to product and consumerism," says the founder of Virginia retail outlet Commonwealth. Unsurprisingly, product is given a large measure of attention, and an index for would-be purchasers provides contact info; otherwise, the book is dominated by profiles of artists, entrepreneurs, labels and stores, and is capped with a list of magazines, web sites and books for further reading. Interviews range in tone from contemplative to funny to irreverent absurdity, capturing a diverse cross-section of the population. Though the constantly evolving subculture may be better chronicled by a regularly published magazine, this book's impressive graphic design and heartfelt attitude make it a shining time capsule for the current moment.

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About the Author

Steven Vogel is a freelance writer and critic and has contributed to several international magazines and Web sites. He is also the Global Special Projects Manager at Burton Snowboards, curated the 2007 exhibition "untitled-documents of street culture," and is part of the BREAD & butter annual street culture tradeshow held in Berlin and Barcelona. A former pro-level skateboarder, he has been an active participant in, and critic of, street culture for fifteen years.

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