



EMMA ADE WILMA STONE

THIS IS
NOT
FASHION

STREETWEAR

PAST, PRESENT AND FUTURE

Thames & Hudson

King Adz

This is Not Fashion: Streetwear Past, Present and Future



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The definitive history of the world's most influential fashion trend from the individuals who wore it best. The story begins in 1972 in Jersey City, the birthplace of Trash and Vaudeville, the first-ever streetwear shop; it then techniques on to the start of punk, which was a decisive impact on what is considered "streetwear" today. From the dresser/casual motion born out of British soccer tradition to the skater scene of California, from the paninari poseurs of Milan to the surfer dudes of Hawaii, the authors display how streetwear offers permeated a huge selection of apparently disparate tribes. The intent behind streetwear continues to be the same: a powerful sense of identity and belonging. Streetwear recounts the remarkable background of how subcultural style trends have grown right into a multi-billion-dollar global industry taking both high-end and fast style by storm. 500+ illustrations in color. With a lot more than 500 photos and illustrations, exclusive interviews, profiles of industry pioneers, spotlights on significant brands, and snapshots of key cities, this is actually the complete background of style's fastest-growing and most influential trend.



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informative & Well written, educational & relevant with plenty of great antidotes and snaps!
relevant with lots of great antidotes and snaps Ace! I was in NYC, London, Paris and Milan
through the periods they cover plus they totally nailed it.



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