



FASHION AT THE PERIPHERY



- #1 Obsession, Style + Place
- #2 Community ID: Fashion's Pimp Up Posse
- #3 Sub-cultures + Under-representation

*Chicago Fashion Lyceum International Conference
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Series of projects exploring Community, Identity and Sub-culture

Sneakers, trainers, kicks, webs, strides, soles, creps, beaters, trabs or trainees, whatever you call your footwear, there is a particular tribe who are obsessive about theirs...

#1 Obsession, Style + Place

#2 Community ID: Fashion's Pimp Up Posse

#3 Sub-cultures + Under-representation

The sneaker industry is projected to be a \$95.14 billion dollar business by 2025, nearly doubling from its \$55 billion dollar valuation in 2016
...and has come a very long way from its early beginnings

<https://fashionista.com/2019/03/sneaker-industry-market-trends-2019>

#1

Obsession +
Style +
Place



Liverpool has fashion deeply rooted in its identity. The Terrace Casuals was a British Men's Sub-Culture born on the terraces of Anfield, Liverpool Football (Soccer) Club.



'Casuals' have stereotype representation



263 guests attended the 'Conversation with' session exploring dress codes and trainers significant to Liverpool



1000 people are tweeting about it



Photography by Tom Wood, Rob Bremner, Ken Grant, Frank Downes and others.

**1st exhibition
open to the public
for 21 days it
generated
a footfall of
2203 visitors**



**82 vintage
clothing and
footwear
pieces on
display**



**363 visitors
attended
the opening
night**





establishing the narratives with significant participants

THE **STAN**
SMITH
SENSATION
1979 - 1982



Robert Wade-Smith

COMMERCIAL ORIGINS

establishing the narratives with significant participants

THE
LEGENDARY
STORY

OF FOREST HILLS
1980 - 1981



Robert Wade-Smith

COMMERCIAL ORIGINS

establishing the narratives within the region



FAST FORWARD...
LIVERPOOL HAS
IT'S FIRST SNEAKER
('trainee') FESTIVAL

2014 / 2015 / 2016 / 2017 / 2018 /
2019 / 2020 (tbc Covid19)



establishing the narratives with significant participants



2015 Transalpino 'destination' store opens

transalpino

establishing the narratives with significant participants

THE **SL**
LOOP
TRANSALPINO
STORY
2015 - 2016



establishing the narratives within the region

THE KIRKDALE
SPZL

TRIBUTE TO
THE TERRACES
2015 - 2016



#2

Community ID:
Fashion's Pimp Up Posse

Norms are set by the individual rather than fashion designers, commercial trends or marketing.

Luxury and desire are symbolised not by owning the most expensive, most hyped designer fashion item, but by creating one's own sneakers.

Restoration



Customisation



Conversion



serious about vintage + OG

Restoration



images courtesy of @refreshed.kicks

serious about vintage + OG



images courtesy of @refreshed.kicks

serious about vintage + OG



images courtesy of @refreshed.kicks

thriving for the unique

Customisation



images courtesy of @refreshed.kicks

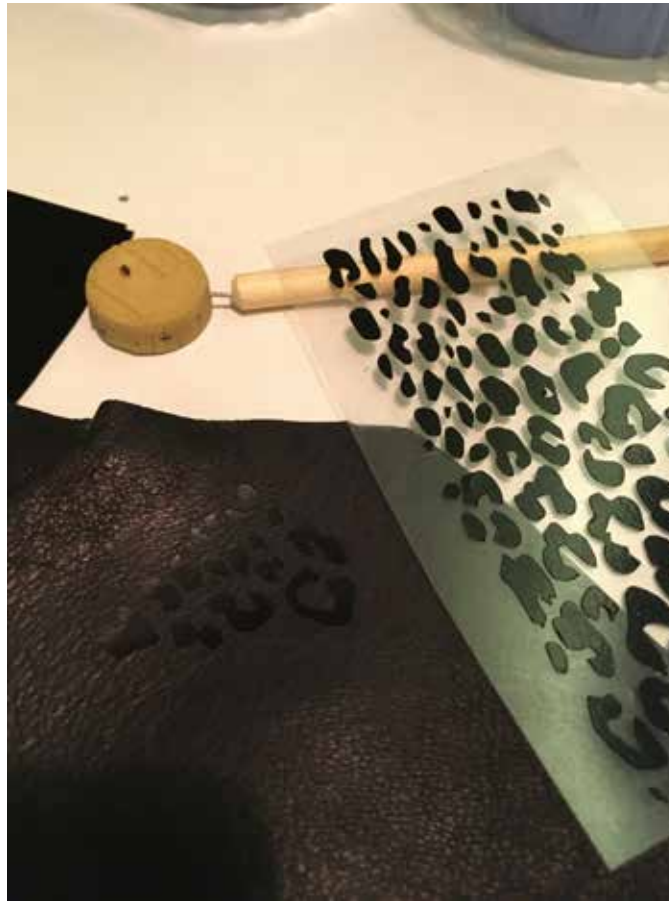
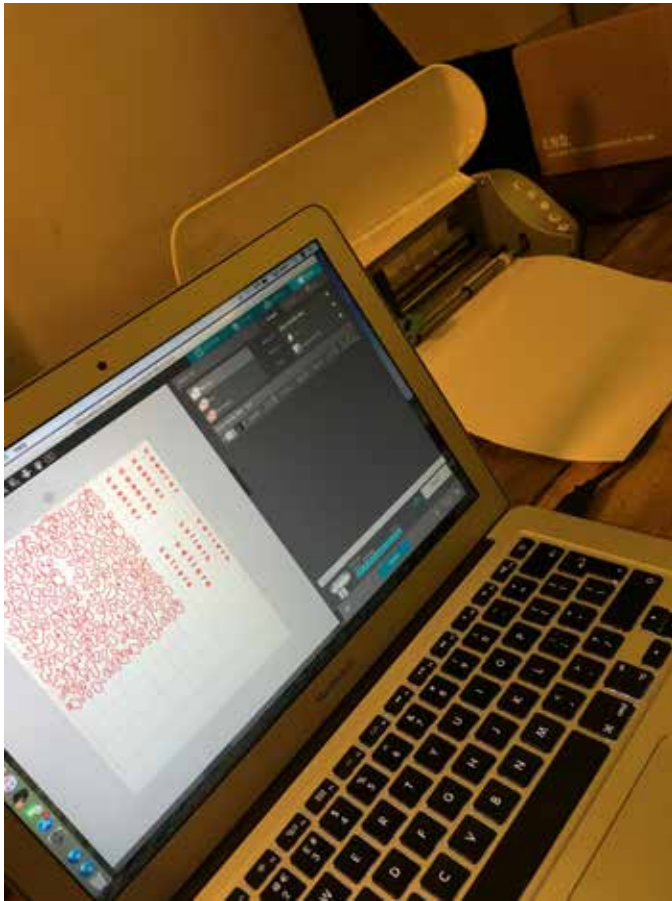
thriving for the unique



images courtesy of @refreshed.kicks



thriving for the unique



Accessibility becoming easier with technology, social media and sub-cultural groups sharing information.

when custom just isn't enough

Conversion



adidas running spike conversion, reshaped uppers, repositioned tongues, new inner fibre footboards, handmade multi-layered midsoles with new Vibram sports sole.

images courtesy of @vintage_trainer_repairs68

when custom just isn't enough



adidas ROCKET

Reshaped around new inner footboards, foam fillers added to level out, handmade custom midsoles finished with Wellen gum soles.

—
Made in West Germany.



adidas APOLLO / blue

Reshaped around new inner fibre footbeds, handmade EVA midsole with colour contrasting heel supports & finishing / dividing strip, gum Wellen outsoles.

—
Made in West Germany.



adidas APOLLO / yellow

Reshaped around new inner fibre footboards, handmade EVA midsole in full black with black Wellen outsoles.

—
Made in West Germany.

images courtesy of @vintage_trainer_repairs68

when custom just isn't enough



images courtesy of @vintage_trainer_repairs68

#3

**Sub-cultures +
Under-representation**

Covid19

#LOCKDOWN

progress in lockdown...

#MY MERSEY PARADISE

Whilst in lockdown...



progress in lockdown...



@grandadi_tony

"it all started with a kick when I was 9 or 10 years old"

#adidas Kick

Instagram

Search



sole_magazine

Message



24 posts

289 followers

79 following

sole_magazine

Designers+Academics+Trainer lovers

@paul_owenstudio and @kayla_owenstudio archive British Trainer Culture in their POSTERZINE project @sole_magazine

Followed by lyndseygillett, dokeyp, lukeleeds90 +33 more

POSTS

TAGGED





MY MERSEY PARADISE

We talk about The Fashion of Counter Culture, Obsession, Style and Place with the UK's leading dead stock specialist.



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TRAINERS
SNEAKERS
KICKS+WEBS
STRIDES+SOLES
CREPS+BEATERS
TRABS+TRAINEES

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Volume 01 | Paradise | Summer 2020

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IN CONVERSATION WITH

transalpina

MY MERSEY PARADISE

In 2014 Transalpina introduced itself in a new letter (spice) although in several other independent markets in the UK (West) because it was a new letter (spice) that became one of the UK's leading independent stores for age and vintage fashion.

Liverpool is known for its rich history as the port of Britain and has an ongoing fascination and obsession with football culture. For those who have never before the city, Liverpool was named after the Roman general Agricola in the year 80 AD, which means 'the island of the red soil'. Liverpool's other notable name was that of the city, which was a 100% English city until the 19th century. Liverpool is named after the city, but it was not until the 19th century that it was named after the city.

In 1987 Liverpool had introduced the European Cup (now the UEFA Champions League) and Liverpool was the only club to have won it twice. These were the only two clubs to have won it twice. Liverpool was the only club to have won it twice. Liverpool was the only club to have won it twice.

Fast forward to 2023 and the fans of Liverpool are still cheering for the team and the culture, but how is society or global market that they have been used to? Liverpool's success in the past has been a result of its unique culture and the way it has evolved over time.

One of the most interesting facts about Liverpool is that it was the first city in the world to have a football stadium. The club is known for its rich history and the way it has evolved over time.



Liverpool is credited with being the pioneers of the Terrace Casuals, how is that culture still relevant today?

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MB III



Z I N E

TRAINERS
SNEAKERS
KICKS+WEBS
STRIDES+SOLES
CREPS+BEATERS
TRABS+TRAINEES

Whatever you call your footwear, there is a particular tribe who are obsessive about theirs.

volume 02 / restore
autumn 2020



ISSN 2634-7598

We talk to a restoration specialist, the man that works his magic in a crowded subculture of trainer collectors, lovers and enthusiasts.



with
@refreshed.kicks

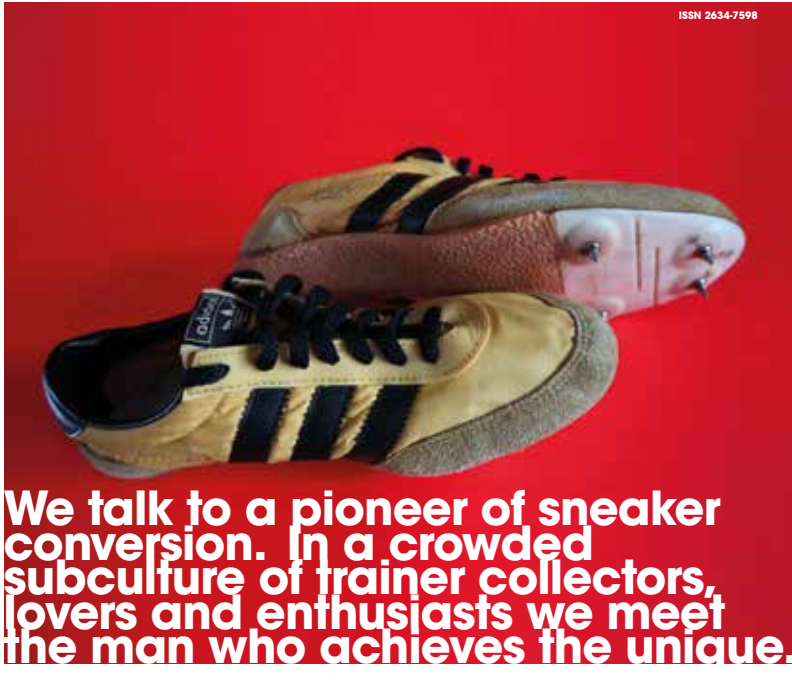
@sole_magazine



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Whatever you call your footwear, there is a particular tribe who are obsessive about theirs.

volume 03 / conversion
winter 2020



We talk to a pioneer of sneaker conversion. In a crowded subculture of trainer collectors, lovers and enthusiasts we meet the man who achieves the unique.



with
**@vintage
trainer
repairs68**



FASHION AT THE PERIPHERY



THANK YOU



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