

#MY MERSEY PARADISE

The Fashion of Counter Culture –
Obsession, Style, Place

Globalising Men's Style

London College of Fashion:
Masculinities Hub

Online Conference
21-23 July 2020

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Project exploring Community, Identity and Tribes.

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 their footwear...

...the obsession that working class men of Liverpool have with designer brands, in particular vintage sportswear and 'sneakers'

research starting point: original exhibition October 2018



image credit: Frank Downes

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 Club.

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

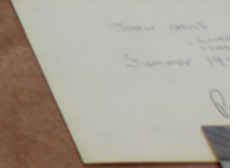
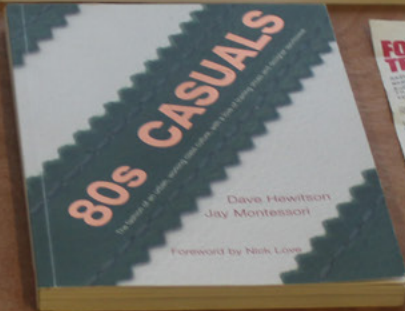
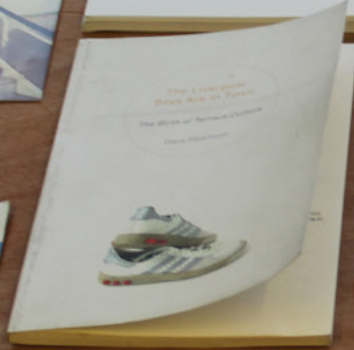


**82 vintage
clothing and
footwear
pieces on
display**



**363 visitors
attended
the opening
night**





NAME	DATE	COACH	SEAT	ROAT
...
...
...





'I look forward to collaborating in the future on a number of exciting projects in which we share an interest.'

Pauline Rushton
National Museums Liverpool



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.



stereotype representation

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Collaborative exhibition which demonstrates how Liverpool is in a league of it's own when it comes to the obsession with footwear.

WE ARE FASHION

in collaboration with

transalpina

discovery of stories



establishing the narratives with significant participants



Image credit: Casuals Documentary

Robert Wade-Smith

establishing the narratives with significant participants

THE STAN
SMITH
SENSATION
1979 - 1982



establishing the narratives with significant participants

THE
LEGENDARY
STORY

OF FOREST HILLS
1980 - 1981



establishing the narratives with significant participants



transalpino

establishing the narratives with significant participants

THE *SL*
LOOP
TRANSALPINO
STORY
2015 - 2016



establishing the narratives within the region



**LACES
OUT!**

establishing the narratives within the region

THE KIRKDALE
SPZL

TRIBUTE TO
THE TERRACES
2015 - 2016



progress in lockdown...

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Whilst in lockdown...



progress in lockdown...

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100 stories from you.



Dave Hewitson
Mark Macdonald
Paul Dokey
Lee Brannigan
Peter Hooton
Chris Staunton
Glen Atherton
Jay Montessori
Karl Lewis
Anthony Butty-Hall
David Charlesworth
Ivan Jenkins
Dave Atkinson9
Dave Sanders
Michael Jones

The Original Terrace Casual,

1st and 2nd wave - generally older 45yrs+, male, white,
from working class backgrounds, live in the city and
suburbs, now older have more disposable income.

Liverpool's love affair with 'trainee' culture from those who were actually there during the embryonic years.

Begged, borrowed, stole, bought, and all received hand-me-downs on a local level, but they were portrayed on a global platform.

They have connection to the pioneers of this original underground sub-cultural movement. "The fact that this group of people were first on it can't be understated as it created envy throughout the country for that type of product" Mark MacDonald.

They belong to an 'adidas only club'.

The new emerging Liverpool Casual is younger, responds to a different 'hype' than the original Terrace Casual consumer, 20 yrs+, male, white, brand aware, social media consumer, understands global image/style and has a fashion awareness, consider themselves to be more streetwear, but still interested in community, and expression.

How the 'new' tribe manifests itself today tells me that the city is now one of multiple sneaker brands rather than the one with just a love of the three stripe.

Interestingly however, the obsession is the same. "There is a passion for a sports silhouette that outstrips many other metropolitan cities". Cravings for today's high end luxury branded sneakers such as Lanvin and Valentino are as high as the need for Nike Air Max 95 new colourway or Nike React Element 87 collab.

talking to the 1st + 2nd wave community



@jezza1966

"the first few pairs to arrive in Liverpool back from trips to Germany in 83-84. People asking to buy them off my feet... by 84 they were very big in the city"

#adidas Waterproof 1983

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Whilst in lockdown...



@grandadi_tony

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

#adidas Kick

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Whilst in lockdown...



@dokeyp

"the comfy little flat"

#adidas Brussel

talking to the 1st + 2nd wave community

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Let's start talking trainers.



David @vintage_trainer_repairs68

"Something that was a popular choice for Liverpool lads in the early 80's. Not considered special at the time, but super soft and now super rare"

#adidas Zelta

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100 stories from you.



Chris @TrimmTrabTales

"19 years old on the dole, my love of trainees and fashion brought me up Slater Street"

#adidas Trimm Trab

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Let's start talking trainers.



@refreshed.kicks

"Not for everyone, but the design details in this shoe are impressive - the vario lacing system particularly innovative"

#adidas Questar 1987

serious about vintage + OG



serious about vintage + OG



serious about vintage + OG



talking to the emerging 'casual' community



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

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

The new Casual Community is led by the cachet or 'cool' brands on the market. Local influence has been replaced by Global reach.

talking to the emerging 'casual' community



interested in limited editions, drops, lottery systems, re-issues and will trade on Stock X



**THANK
YOU**

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Archiving Subculture.

