



# 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  
September 2020*

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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...**

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**#1 Obsession, Style + Place**

**#2 Community ID: Fashion's Pimp Up Posse**

**#3 Sub-cultures + Under-representation**

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**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

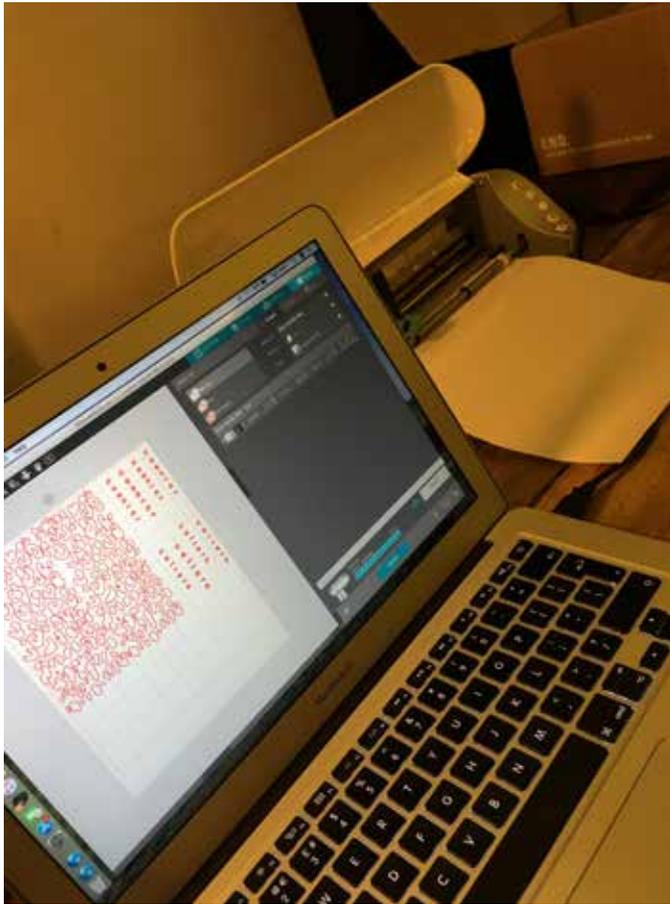
## thriving for the unique



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





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# MY MERSEY PARADISE

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

## 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  
Autumn 2020

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Z I N E

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

volume 02 / restore  
autumn 2020



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



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 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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