UNFOLD

V_08



9 772398 271003

November 2022

UK £5.00

CONTENTS

**A visual response to the themes of
Youth, Style and Identity: Culture, Community and Place,
associated with the Terrace Casual subculture.**

We belong

Lost in Red

Winners + Losers

53.4308° N, 2.9608° W

The collector

On the edge of terrace
[street style]

Modern masculinity

Next Gen

*UN_***FOLD Magazine** *in collaboration with*

National Museums Liverpool

TESSUTI

scotts be part of it

*UN_***FOLD Magazine** *is a research project by Paul Owen that explores the possibilities of academia and industry working in collaboration. Kindly supported by Institute of Art & Technology, Liverpool School of Art & Design, Liverpool John Moores University.*

IAT Institute of Art & Technology

WE ARE FASHION

LIVERPOOL JOHN MOORES UNIVERSITY

ISSN 2398-2713

we made this_

WE LOVE FASHION

the art of terrace culture

Creative Director | *Paul Owen*

Lead Designers | *Emily Davies*
| *Izzy Gallagher*
| *Jake Le Grys*
| *Georgia Lischke*

Production Team | *Natalie Auger*
| *Jenni Bickford*
| *Nia Minnery*
| *Dan Nicholas*

Guest Editors | *Jonathon Nimmons*
| *Murphy Roberts*

Acknowledgments + thanks | *Special thanks must go to Pauline Rushton; National Museums Liverpool, Paul Ramsdale; Tessuti and Scotts Menswear, Dave Hewitson; 80s Casuals, for all your input, knowledge and insight, and also Joe Yates; Liverpool John Moores University in supporting us to make this happen.*

| *All our friends who gave up their time generously, Phil Bush, Paul Doke, Viktorija Grigorjevaite, Faye Heran, Ann Jones, Zoe Moungabio, Marc Provins, Cathy Reilly, Carlos Santos, Milos Simpraga, Nicole Watkinson. Sorry if your name has been missed, but thank you, everyone working on this project appreciates your help and contribution.*

Thank you □

Cover image: Izzy Gallagher

YOUTH, STYLE AND IDENTITY

Terrace Casual Culture began in Merseyside in the late 70s when a devoted group of Liverpool football fans followed their team across the continent to watch them play in the European Cup. On 25th May 1977, Liverpool beat Borussia Monchengladbach 3-1 in the final at Rome. Then, on the 27th May 1981 in Paris, they won again, beating Real Madrid 1-0. By this time it was noticeable that hundreds of these young football fans had stopped wearing their team colours and instead, started to dress in designer sportswear. Re-appropriating tennis and golf fashion into a casualwear uniform. Returning from their away trips, kitted out in French and Italian brands, from Sergio Tacchini, Fila, Kappa to Lacoste, the 'Casual' look was alive on football terraces nationally; in turn influencing menswear as we know it today.

In this special edition of UN_**FOLD Magazine** we explore **Youth**, **Style** and **Identity**' and we scrutinize what it means to us right now.

Paul Owen
Founder + Creative Director



Nia Minnery



Football today transcends beyond gender, sexuality and colour; all voices are now heard in one chant.

Mischief at football can be traced all the way back to the 1890's in England, but it wasn't until the 1970's that **Casuals** and their fashion for rebellion against the establishment, truly announced itself to the world. Those lads following their football teams around Europe, brought home a culture that was born to standout.

women we belong on the terraces

The **modern Casual** has expanded on that. Under-represented groups have dethroned its toxic masculinity and took forward its style. Colour co-ordinated and armed with equal passion; females, queer and transgender people belong. Different ethnic backgrounds stand proud under one club, faces blur together to celebrate an image the FA fought for so long to show true.

Everybody has a place in football.




Tobacco smoke contains
over 70 substances
known to cause cancer



Macy Gow

Emily Davies





Jake Jervis



Eva Kernahan

lost in red



Meg Equizi



winners

losers


L.F.C.
LIVERPOOL
F.C.
Ayo Ortajowa







Megane Bogarts
Dan Nicholas
Aimee Smith




NEC

53.4308° N, 2.96





ANF

53.4308° N



Felicity Cooke
Eva Kernahan
Lois Raywood
Nia Minnery
Scarlett Chapman
Dan Nicholas







N, 2.9608° W

anfield

2.9608° W



Aimee Winn



the • collector

Adidas is probably most synonymous footwear brand in Terrace fashion - they say it all started with a Kick.

Terrace culture materialised from football
but now compliments a wider community.
Its legacy touches all corners of the earth and the various types
of people within it.

edge of terrace

The fashion has evolved,
moving into sub-groups
like B-Boys and girls,
who demonstrate that clothes can feel
as good as they look.

Terrace culture emerged from lads in the 70's sporting Fred Perry polos, straight cut jeans and Doc Martins.

Transitioning into the 80's and wedge cuts bragging high end gear, Dance Halls fuelled the fire, The Firm and Gary Oldman shined light on its organisation, with Tennis inspiring **Fila** and **Sergio Tacchini**; Golf paved the way for Pringle swagger and the social norm was officially disrupted.

The 90's gave birth to The Stone Roses and Oasis, **Stone Island** with the green edge badge, CP (Chester Perry) Company, Burberry, Left Hand, Armani and Rockport. Numbers in 'meets' fell to the rave scene and ecstasy blew out the rioting in a scene of positive vibrations.

Stone Island rose sharply to prominence in the 2000's motivated by a short back and sides, Trance and the motion picture The Football Factory, directed by Nick Love, adapted from John King's novel. This followed CP and its Mille Miglia goggles, Barbour Jackets, Aquscutum hats and scarves, Boss and the resurgence of Armani articulating the more modern-day Casual.

Tribal class in clobber outshining the average wage packet, allowed this culture to grow legs and set a trend which beaconed from a sea of football supporters divided only by badges, travelling to games on mini-buses and stepping off trains for away days.

But this style set travels way beyond dress, it's a brand image and today **Terrace Culture** reaches even further and inspires others to follow suit. Its legacy touches every corner of the earth and the various types of people within it. The fashion has evolved into Gore-Tex pieces ready for expedition. Being a Casual has risen above the revolt, drugs and front; **it's become a form of self-expression**.

Izzy Gallagher


A.S.S.E.
COUPE DE LA LIGUE
Monde
RUSSIA 2018

Stories from the street / Supreme + Stussy style tribes



Jake Le Grys



young
individual +
independent
rebels

re-imagined

the skaters choice



Adidas Copa Nationale
COLOUR: Team Royal Blue/Yellow Tint/Cloud White
Release Date: 01/03/2020
Retail price: £85

Another enduring subculture that lives on today. It's roots founded in self-expression, like-minded people, independence and community. For decades skateboarding shoes have taken influence from Terrace Casual classics, such as the Adidas Samba and Gazelle providing protection, comfort and style.

Jake Le Grys

Abby Standish

unshakable self-confidence

Choosing a less conformist path







Shoe Name: BAPE x Adidas Superstar ABC Camo
COLOUR: Green ABC Camo/White
Release Date: 01/05/2021
Retail price: £150
Resale Price £200-300

Since the 90's, Nigo's "A Bathing Ape" has turned heads globally. From loud camouflage patterns to iconic prints, Nigo's done it all. Originally, Bape typically made their own versions of some of the worlds most popular shoes such as the Air Force One, Dunks, Shell toes and more, replicating the models but giving them a twist, mixing vibrant colours, using a wide range of materials and most importantly of all replacing Nike's swoosh and Adidas's 3 Stripes with Bape's Star.

GORP CORE





Gorpcore:
Named after the colloquial term for trail mix 'Good Old Raisins and Peanuts' - this is a style focused on wearing utilitarian, functional, outdoor wear.

The terrace casuals have reshaped fashion as we know it from the ground up. Prior to the late 70s it was rare to see someone wearing sports style clothing as a part of their everyday wardrobe. Fast forward to 2022 you can't turn a street corner without seeing someone in a tracksuit or some kind of sports inspired clothing.

Gorpcore has seen an enormous spike in popularity this year and the brand behind it all is undoubtedly the hiking wear specialists Arc'teryx. Their infamous jackets have been one of the hottest items in fashion, *but why is that*? The garments intended for scaling mountains have consistently dominated wardrobes across the globe, yet they aren't going to the highest peaks, instead they're roaming the urban landscape, becoming a streetwear staples. Seen on influencers, celebrities and even featured in runway shows these jackets have been hard to avoid. Being endorsed by artists like Lil Yachty, Kanye West, Frank Ocean and A$AP Rocky, Arc'teryx jackets mixing fashion and function haven't stopped rising in popularity. Two years ago the visionary Virgil Abloh put the Hadid sisters in Arc'teryx jackets for his 2020 Fall Winter collection, mixing these jackets with ball gowns on the catwalk. Closing 2021 was an un-expected collaboration between Jil Sander and Arc'teryx, creating uncompromising silhouettes showcasing exceptionally high quality garments mixed with Sander's uniquely slick tailoring silhouettes.

Perhaps this appetite for outdoor garments has come about as the result of the past lockdowns? Despite its recent growing presence within fashion, Arc'teryx will continue to do what they do best, being obsessive, precise, intuitive with designs for extreme performance. The brands design VP Dan Green says *"The moment we pivot and try to address the streetwear world, we'll totally lose it"* evidently proving that there's something inherently fashionable about not bowing down to the fashion world.


ARC'TERYX










Jake Le Grys



Megan Parry

noun:

techno a style of fast, heavy electronic dance music, typically with few or no vocals

Terrace

to

Techno

The birth of ***//acid house//*** in the 80's revolutionised indie engulfed England, fabricating an entire new music scene for the youth to sink their teeth into.

The ***//rave revolution//*** welcomed anyone and everyone, bringing all subcultures to embrace under one roof. Casuals latched onto the movement, resulting in sportswear becoming a significant part of rave style.

Ravers with whistles around their necks, blowing in place of claps for DJs on set.

From acid house grew ***//techno//*** and what made it so popular? The repetitive thud, thud, thud of ***//techno//*** echoes our heartbeat, each beat sending positive vibrations which reverberate both physically and mentally through the mind and its being, leaving no space for stress, doubt, and all the bad stuff that comes with it.

tailoring



and sartorial choices

Alice Manning

tennis



to terrace

Dan Nicholas

modern masculinty

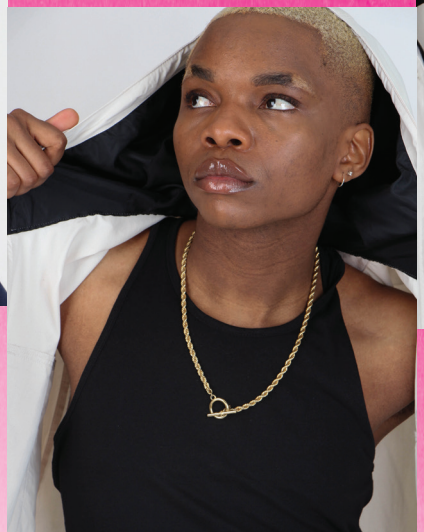
Out with the macho and in with the self-love.

Aftershaves and dress sense shifted a mindset of men who cared to be in style, guided by social expectations physical power gave into mental wellbeing. How we look and are perceived is more honest than ever before. The tolerance for different has expanded with tattoos and hair colours, welcomed in place of shutting the door on conversations.

Visually we are learning to accept each other.









Natalie Auger





The male grooming
industry is booming
It is estimated tha
the global male
grooming market i
2022 will be worth
about 73.6 billion
U.S. dollars

www.statista.com

Khalid Al-Qadhi



Issy Gallagher

soften up

hard lad





Khalid Al-Qadhi

Lois Raywood

Last year the children's apparel market was worth £6.6 billion in the UK

www.statista.com

next gen





The cool kids: The Millennial Culture is driving the designer childrenswear market. This next gen will grow up to be tomorrows consumers, so brands will need to stay relevant.



Georgia, Lischke



UN_FOLD the interview

Dave Hewitson
IN HIS OWN WORDS

In the run up to this special edition, we interviewed Dave Hewitson of 80s Casuals, as one of the external collaborative partners in the making of the **Art of the Terraces** *exhibition, to tell us about his experience of the Terrace Casual movement.*

How did you get into casual wear? Was there a particular event or experience you had which inspired you to dress this way and later create 80s Casuals?

The 1977/78 years saw a seismic shift in Fashion as Punk gripped the Nation. Its influence can not be understated as drainpipe [skinny] jeans replaced flared trousers. Tight jeans became a must have. Mohair jumpers and Jelly Sandals [a see through plastic] filtered through as teenagers on Merseyside looked for an alternative to the 70s cheap outlandish fashions highlighted by Glam Rock, Saturday Night Fever and your parents wardrobe. Think garish mass produced polyester clothing. So Cotton Grandad Shirts [Collarless] and Polo Shirts superseded Shirts with massive Collars but the earliest indication

After numerous adidas Training Shoes had become integral to the latest fashion, 1980 took the Culture to another level. adidas Comfort were a strap-over Trainer brought back from Germany. It was essential to have a pair for the match, but most UK Stores wouldn't import certain adidas as they were too expensive. Britain was in recession with 3 million unemployed but here on Merseyside that was the least of anyones worries. Having the latest adidas was a priority. Small firms would appear in the coming years. They'd travel to Europe to bring back adidas and other Sporting Brands unavailable here. The gear would be sold on for a profit which would cover whatever they kept for themselves and the next trip.

In the April and May of 1981, Liverpool played in Munich and Paris as they wore them to death until the thin sole, where the pegs were, cracked.

Who was the smartest dresser you ever saw? What were they wearing and what made them look so good?

That's difficult. I've never really looked up to anyone as some sort of style icon. In the early 80s when the fans on Merseyside travelled to away games, they were always looked upon as dressing smart by opposing fans. They inspired others and the legacy of wearing adidas Trainers still continues with sons and even grandsons taking up the baton of wearing those iconic Trainers. Basically anyone who was there and into this new Culture in the late 70s and early 80s could be classed as an inspiration and smart dresser.

If you had to define casual culture in three brands what would they be?

Three Brands have established themselves over the last 30+ years, becoming stalwarts of Terrace Culture. From its very first steps on the 'Casual' wearing Tennis gear meant for Wimbledon and Private Tennis Courts and Ski Jackets meant for the slopes of Val D'Isere. It soon became obvious that a new market had emerged. One which included working class customers who were willing to pay that bit extra for quality goods. It was time for the introduction of athletic leisurewear and by the late 90s every Couture House had a Sports Collection. You only have to look at the recent Collaboration between adidas and Gucci to see how far Sportswear has embedded itself into modern society.

Which film best depicted football casual culture?

Kev Sampsons 'Awaydays' captures the burgeoning Culture from its early inception and depicts the desire for a new Peter Storm Jacket to feel a part of the gang who all dress in one. Plus you'll also see the longing for a new pair of adidas in Carty's eyes minutes just staring at the Liverpool fans in the adjacent Terrace because he'd never seen anything like it. Wedge Haircuts, V-Neck Pringle Jumpers, narrow jeans and adidas trainers inspired the Scottish hordes and before long they began dressing in a similar fashion. In those early years it was just the latest 'Fashion' to us but Aberdeen are known as calling their dressers 'Casuals', so they can therefore take the accolade of coming up with a name for the Culture.

of a new Culture emerging was the wearing of adidas Samba Trainers, because prior to the Summer of 1977, Training Shoes had only ever been worn for Sport. A new phenomena was upon us.

Being in my mid teens, myself and friends would hang around on street corners, chatting or playing football, until moved on. We all went to the game, whether Liverpool or Everton plus we'd also all meet up at three quarter time at either Stadium, to catch up with each other and see any shenanigans that may be occurring. I'd go in the Anfield Road End at Anfield whilst the mates went in the Park End at Goodison. It was in these places that you'd notice the latest fashions. It didn't take us long to realise you needed the correct Trainers for fear of ridicule. A good friend who was a couple of years older, and who had a job, was first with the Trainers, paired with Lois Jeans, a small collared shirt and a box jacket. He looked like he was going to a club with the jacket, but it was basically bought just to stand on a street corner or go to the match. I spent the next few weeks, doing a paper round and helping the milkman to get money together for the latest trends. It was the start of an obsession that still holds true to this day.

reached another European Final. It was on these jaunts to Far Flung Lands that I could purchase new adidas Trainers and Italian Sportswear unavailable back home. These adventures by Liverpool fans are what have been conceived as the start of the Casuals Culture but the fire had been lit as early as that Summer of '77.

What was the first item of clothing you brought? And first item of clothing you dreamed of wearing?

That first outfit of adidas Samba paired with Lois Jeans defined a generation of kids on Merseyside. The Jeans were probably the first item as they were essential to the new burgeoning fashion and were readily available.

I suppose if there was one item I wanted desperately, it would have been the adidas Grand Slam Trainers. I'd only seen a couple of youths in Liverpool with them as they must have been brought back from Europe. They were different to any other Trainer with having pegs through the heel. I expected to pick a pair up in Paris in '81 but couldn't find them anywhere. Luckily England were playing Switzerland in Basle two days later, so a large group of us bunked the Train down from Paris. I was able to buy a pair over the border from Basle, in Germany. I think I

Having now lived through the entire casual scene which era was the best for clothes?

I have to admit that 1981 to 1984 was an exciting period in Fashion terms for myself. Being able to travel to countries such as Holland, France, Germany, Italy and Spain to bring back desirable Sportswear and Trainers never before seen on Merseyside was fantastic. The style was brand new to the world of fashion. The gear being worn had never been worn on the streets of the UK and that Culture would go on to inspire many. Before long we would see Sports Shops on every street in every town, rather than just a couple in every City.

Entrepreneurs began opening independent Stores as they wanted a piece of the action. They stocked the latest European Brands others considered too expensive for the UK. Even designer Brands such as Prada, Hugo Boss, Gucci and many others started producing Leisure Training Shoes and developing Sports lines for everyday wear. It was something they would never have imagined doing. The objective of these high class designer brands had always been to dress the wealthy with luxurious fabrics. They were exclusive luxury Brands. But enter the streets of Merseyside adidas has lived the test of time and is now being worn by sons and grandsons of those first pioneers. They will forever be ingrained in dressers attending Football matches. Both Italian Labels CP Company and Stone Island took the Casuals attire to another level. Being out of reach to most consumers due to the price, obtaining a Jacket or Jumper gave a sense of belonging to many who were able to acquire a piece by hook or by crook. By the late 80s these two Brands along with Burberry empowered the Sub-Culture and due to the innovation of their founder Massimo Osti and his garment research and innovation, the Brands continue to find new consumers.

Who created Casual Culture?

As has been stated, the travelling Liverpool fans have long been acknowledged as the creators of the Culture. My Book 'The Liverpool Boys are in Town' gives a timeline account of the development of this new Culture starting in 1977/78. Also back in 1989 Aberdeen fan Jay Allan wrote a book 'Bloody Casuals' about Aberdeens exploits throughout the 80s. He mentions coming to Liverpool for a European game in November 1980 and speaks of spending the 90 as Elvis shows him his new Forest Hills.

I do like Nick Love's 'The Business'. Although not a Football specific film, it does show the fantastic Sportswear of the mid 80s as Danny Dyers character heads off to sunny Spain. Sergio Tacchini, Fila and adidas in abundance.

Football and Fashion are intricately linked, is there one aspect of current football culture would you change?

A big part of Football Culture has always been the camaraderie and going the game with the mates. Nowadays we all go for a pint together then head our separate ways once we get to the Ground. It would be good if there was an option to be seated together but I suppose its too late for that now as most seats are assigned to season ticket holders who have had to sit in the same seat for years and may not want to change.

Any advice for the modern-day casual?

Every generation of Football fan will have their own take on style. My only advice would be to 'be yourself'. Don't let others tell you what you should or shouldn't wear □

not your ordinary

terrace girl





Poppy Hunt





You may not associate pearls, frilly dresses and platform heels with being a football fan, but for these girls, who embrace their femininity, it's at the core of their identity.









terrace girls

the pre-match pie tradition

Daisy Maloney




NIKE



How we dress is how we act

youth

Although vintage labels flood back into wardrobes they're carried on the young shoulders of a wiser mindset; one far more integrated and approachable than before. Today engagement overshadows animosity, social media has ripped down those walls and football kneels behind it.

We enter an age where diversity is welcome and the way we communicate through our clothing will continue to evolve, for all the right reasons.





Abby Standish


FORMAL & INFOR
BALL GAMES
NOT ALLOWE
THOSE PLAY
ODDLERS &
G CHILDREN




This sale £
25.00
Litres
14.13
Pence per litre
176.9
TOKHEIM
Diesel
B7
Diesel
Diesel
adidas

Poppy Hunt

THE BRAND WITH THE 3 STRIPES®

DIE MARKE MIT DEN 3 STREIFEN®

THE BRAND WITH THE 3 STRIPES®

DIE MARKE MIT DEN 3 STREIFEN®

La marque aux trois bandes

La marca mundial de las tres tiras

THE BRAND WITH THE 3 STRIPES®

DIE MARKE MIT DEN 3 STREIFEN®

La marque aux trois bandes

La marca mundial de las tres tiras


THE BRAND WITH THE 3 STRIPES
DEN 3 RIEMEN
la marque aux trois bandes
DIE MARKE MIT DEN 3 STREIFEN
DIE WELTMARKE MIT DEN 3 STREIFEN
the brand with the 3 stripes
adidas

53.4388° N, 2.9663° W



53.4388° N, 2.96

GOOD





Megane Bogarts
Eva Kernahan
Megan Deegan
Aimee Winn
Lois Raywood
Natalia Jones





ISON

goodison



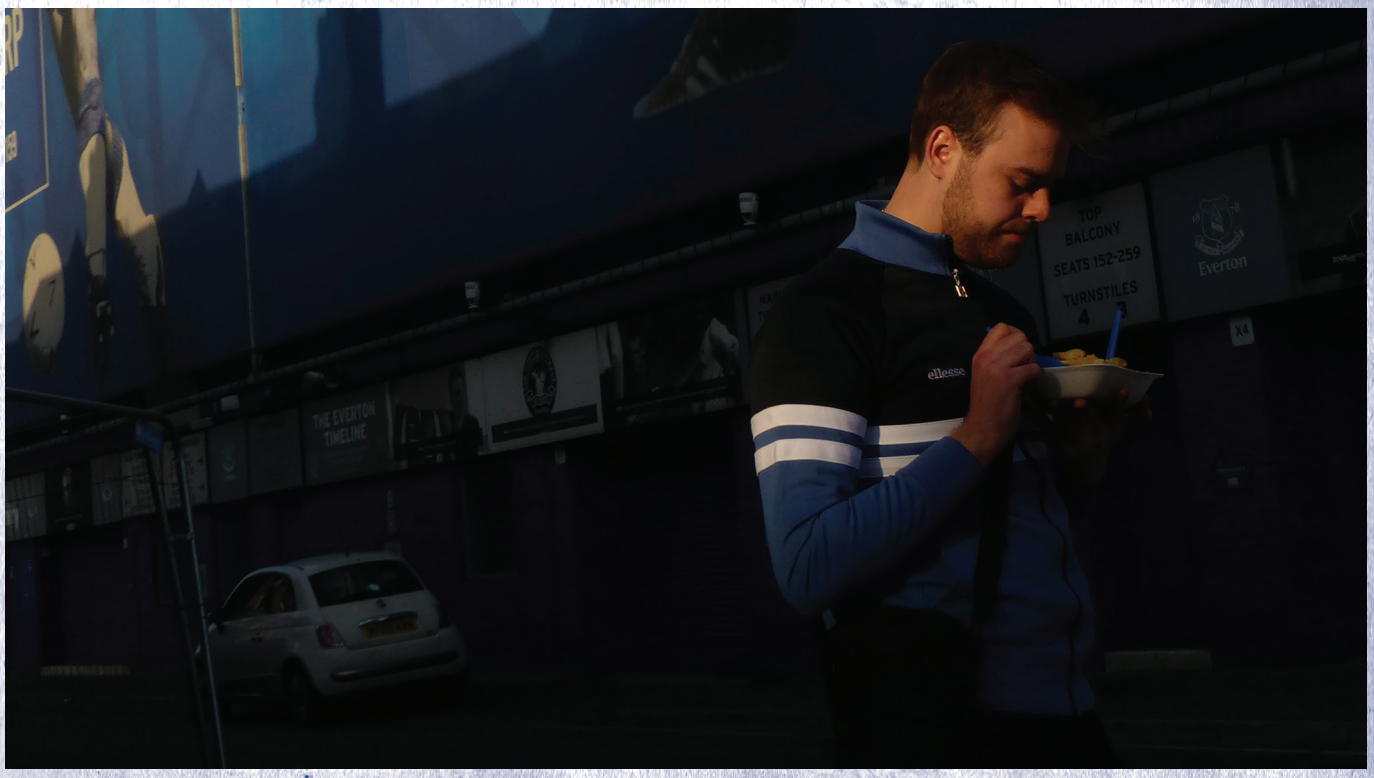
53.4388° N, 2.96



the post match



Katie Richardson


TOP
BALCONY
SEATS 152-259
TURNSTILES
4
Everton
ellesse
THE EVERTON
TIMELINE

chippy run





Megane Bogarts

I wish to be a footballer when I'm older.

I dream

Hopefully I will.

I work so hard.



I will do anything it takes.

dressed for the match



*A **youth** movement that originated among football fans, sometimes called football **Casuals**, in **Liverpool** in the late 70s.*

Alexa Lea

The casual culture means different things to different people.

match day attire

For men back in the 80s

the football terraces were the fashion catwalks.

We explore how this translated to men's fashion today.

standing-out

one-upmanship

competition

peacocking

first impressions

Georgia Lischke


C.P. COMPANY


All
ball games
prohibited


2









EVER

53.4388° N, 2.9663° W





Megan Deegan
Eva Kernahan
Aimee Winn
Jenni Bickford



N, 2.9663° W

TON



53.4388° N, 2.9



Liverpool, the grandfather of casual fashion

future + legacy

A humble city, proud in its roots of shipping and docking cargo, allowing brands unseen on British shores to find their way into working class homes, off the back of poorly paid dockers (or "diesel fitters") keen to turn a quick buck.

Boasted on walks to Goodison and Anfield by fans who travelled home with more than they left with, aiming to be different and only fit in with each other. This group set a trend popular still. To wear something that nobody else has, even rare amongst themselves.

This Casual look of "Scallies" in the North West travelled North to Leeds and Newcastle, 'Perry Boys' in Manchester, shaking up industrialism in the Midlands and onto London, football and fashion were now intertwined.

The skill to wear a designer tag but in a colour or pattern unfound. Through tribal instincts a market was born.

Liverpool gave casual life an identity and the UK ran with it.

Ellie Byrne


C.P.
COMPANY
adidas
adidas
adidas

M A D R I D

C O L O G N E

T U R I N

M A L M O







B E R L I N

P A R I S

A M S T E R D A M

R O M E

re-imaging the away day

[an homage to Transalpino trips to the continent]







CONTENTS

A visual response to the themes of Youth, Style and Identity: Culture, Community and Place, associated with the Terrace Casual subculture.

Future + Legacy

53.4388° N, 2.9663° W

match day attire

dressed for the match

I dream

Chippy run

GOODISON

Youth

Pre-match pie [the terrace girls]

not your ordinary terrace girl

wearefashion_lsad
www.wearefashion.co.uk
www.ljmu.ac.uk

The views expressed in *UN_***FOLD Magazine** are those of the respective contributors and are not necessarily shared by Liverpool John Moores University or its staff. Whilst every effort has been made to ensure the accuracy of the information in the magazine, Liverpool John Moores University cannot be held responsible for any errors or omissions. All rights reserved. No parts of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior written permission of the publishers. First Published in the UK, by Liverpool John Moores University.

WE ARE FASHION

ART OF THE TERRACES

youth style and identity

vol_08

SPECIAL EDITION

in collaboration with The National Museums of Liverpool, The Walker Art Gallery, Scotts Menswear and Tessuti.

*Welcome to our eighth volume and special limited edition of UN_**FOLD Magazine**; our award winning publication – entirely produced by our very own Fashion Communication Students here at the School of Art & Design, Liverpool John Moores University.*

*This is our first year back in print, and what a year it's been in this post-Covid era. We have to say it feels liberating to be back! In this issue we have been exploring the legacy of the **Terrace Casuals** - a subculture with its roots originating here in **Liverpool**.*

*Over the last few months we have been honoured to be collaborating with The Walker Art Gallery; The National Museums of Liverpool, Tessuti and Scotts Menswear in the making of this magazine, as part of a ground breaking exhibition **Art of the Terraces**, dedicated to **Fashion**, **Football** and **Art**, opening on 5th November 2022 at The Walker Art Gallery, Liverpool. Our students have been questioning the **future** and **legacy** of this **sub-culture** and wow they've packed a punch with this issue. A back to back format sporting a dual front cover with stories told from the terraces of the stadiums, to the terraces in the suburbs - past, present and future.*

Enjoy □

Paul Owen
Founder + Creative Director

*UN_**FOLD Magazine** – an experiment for the fashion voices of tomorrow.*

This magazine allows our students to collaborate and contribute to something real, something tangible and empowers them to gain ownership in a live project. They are our next generation of image makers, from Art Directors and Designers, to Stylists and Content Creators.

This year we see a group of super talented individuals analyse what exactly **Terrace Culture** means to them in 2022, and they have successfully managed to shape the content of this issue to be much more than just a collection of words and images. They have no interest in creating throwaway media. They want to make this magazine feel treasured, ending its days on your bookshelf or lying on your coffee table for months on end □

Issue_No_08

PRINT IS DEAD long live print

Cover image: Macy Gow

UNFOLD

V_08

9 772398 271003

UK £5.00 November 2022