



Counter Culture

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THE FASHION OF COUNTER CULTURE

OBSESSION
STYLE
PLACE



Trainers or sneakers are a huge part of fashion's multi-million pound industry, with high end brands now moving in on the action created by the original Terrace Casuals movement of the late 1970s and early 1980s. This exhibition celebrates the impact Liverpool had on this global fashion phenomenon.

Counter Culture - Obsession, Style and Place is an exhibition that brings together artefacts, photography, magazine references, interviews and other modes of storytelling to demonstrate the impact and significance that branded labels, sportswear and in particular 'trainers' had in respect of Terrace Casuals - their obsessions, style, dress codes and the resonance to geographical place and in fashion history. 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.

On display in the Atrium Gallery, you will find carefully sourced and curated original trainers that offer insight to the phenomena of today's sneakerhead culture. Exhibits represent the humble beginnings of match days at Anfield where the adidas family, Samba, Mamba, Bamba and Kick were spotted, to the iconic shoes that brought Liverpool's style codes to the mass media - the adidas Trimm Trab, the rare underdog Mitre Memphis, the super-scarce adidas Forest Hills exclusively sold in Liverpool. In addition, the ubiquitous Stan Smith - a Terrace Casuals classic - the adidas SL Loop are all represented together with a recent and local edition, the Kirkdale - adidas's nod to the birth place of the Casual movement.

Over the last six months, Paul Owen has worked alongside Brendan (Jockey) Wyatt and Jay Montessori whom have first-hand experience of the movement

Photography left to right:
Tom Wood, Rob Bremner and Ken Grant.



and the style codes that were born from the football terraces. Through Transalpino, a global deadstock destination, they continue to source artefacts from personal and private collections to fulfil a demand for the style obsessed Casual. In addition to the footwear, Paul Owen has been working with photographers, archivists and experts from within and around this fashion movement and has uncovered photographs from personal and public archives that support the early timeline of the Terrace Casuals. On display are a selection of original social documentary and reportage images from Merseyside by acclaimed photographers such as Tom Wood, Ken Grant, Tabitha Jussa and Rob Bremner in addition to photographs from personal collections that depict the style of young Liverpool Football Club fans both home and away at that time. From as early as November 1977 you can see the transition from the green and blue 'snorkel' parkas worn with flares to the more street cred straight denim jeans, tennis sportswear, Peter Storm cagoles and black and white adidas Sambas. This was the beginning of Liverpool's very rapid and changing style codes.

*Historical reference points are also made to the impact the Cunard Yanks had on the City's earlier generations. These transatlantic workers were pivotal in developing a sense of pride, confidence, innovation, and early adoption of style trends born from their time in New York. Further insight has been gained from interviews with Robert Wade-Smith, the founder of one of Liverpool's most successful shopping destinations, and Peter Hooton the narrator of the cult documentary *Casuals: The Story of the Legendary Terrace Fashion* (2011).*



...Sneakers, trainers, kicks, webs, strides, soles, creps, beaters, tabs or trainees, whatever you call your footwear this city has a culture devoted to this multi-million pound industry. Counter Culture, Obsession, Style and Place is a collaborative exhibition which demonstrates how Liverpool is in a league of it's own when it comes to the obsession with footwear.

Acknowledgements

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- Tracy Marshall
- Tony Mcguinness
- LJMU Special Collections
- MirrorPix
- Ste Monaghan
- Mike Morris
- Northampton Shoe Museum
- Northern Narratives
- Kayla Owen
- Emily Parsons
- Cathy Reilly
- Scottie Press
- Rebecca Shawcross
- SneakersER
- Chris Staunton
- Valerie Stevenson
- Errol Thomas
- Robert Wade-Smith
- Caroline Wilkinson
- Tom Wood

Atrium Gallery, Liverpool School of Art & Design, John Lennon Art and Design Building, 2 Duckinfield Street, Liverpool L3 5RD.

This gallery guide has not been validated or authorised by any brand. The brands and products on display are used to present an accurate picture of the findings of the research.

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Paul Owen.

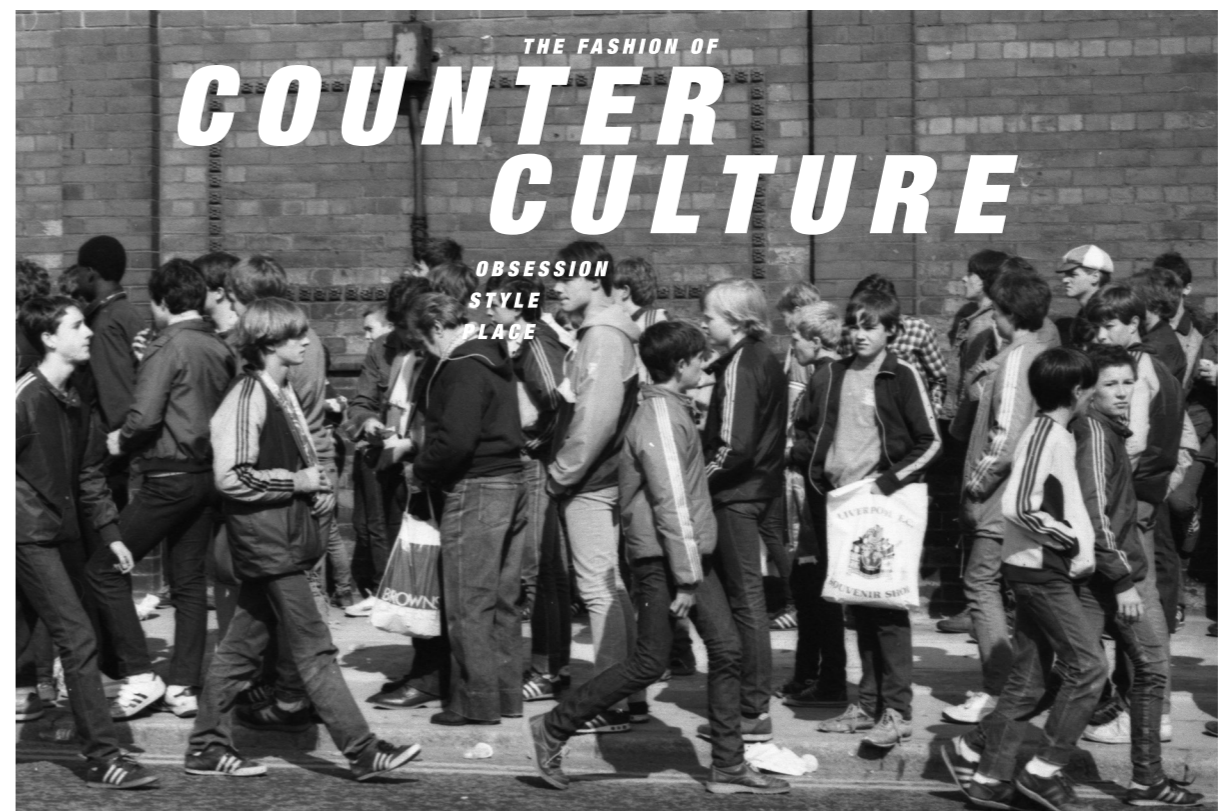
Paul is a British Designer and Senior Lecturer on the BA (Hons) Fashion Design and Communication programme at Liverpool John Moores University. He has spent over twenty years in the design industry, from Designer, Brand Guardian to Art-Director having specialised in visual communication. He has been involved in branding, advertising and editorial for many national and international brands from *Stella McCartney, Harvey Nichols, Timberland, Gieves&Hawkes*, and *John Smedley to Hackett*. He is actively engaged in practice-based research, currently exploring the obsession with deadstock – form and function, with a focus of the significance that designer clothes have on working class men and their interest in vintage sportswear labels.

Brendan Wyatt.

Brendan is the founder of Transalpino, Bold Street, Liverpool. An ardent fan of Liverpool Football Club, he started going to Liverpool's Anfield Road end in 1978 aged just 12 and has watched them play in over 30 countries. This is where his obsession with adidas was born. Decades later, Brendan is still sourcing rare trainers from around the world for the style conscious tribes looking to add to their collections.

Jay Montessori.

Jay started his career in fashion retail, spending 18 years as a buyer at Tessuti. He went on to create the first Terrace label *80s Casuals* and has since co-authored the book *80s Casuals (2010)*. To this day, Jay remains a passionate and devoted collector of vintage designer clothing.



Curated by Paul Owen in collaboration with Brendan Wyatt and Jay Montessori
 Atrium Gallery, Liverpool School of Art & Design, John Lennon Art and Design Building, 12 – 26 October 2018
 Opening: Friday 12 October, 6 – 9pm