

THREADS

Streetwear For The Streetwise

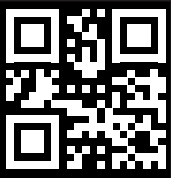
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IN THIS ISSUE:

Vegan Fashion Choices
Counterfeit Culture
Stone Island Regeneration
And More



£2.99



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The Basement. Featuring previous capsules from the brand.
Advertisement by Elliot Whitelaw.

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Ethical Style

The Threads Guide

This year 135,000 people signed up for Veganuary compared to only 59,500 in 2017.

Article by
Harry Ingham

With the rise of the vegan movement and the demand for cruelty-free products skyrocketing, fashion cannot rest on its laurels and stay behind the trend.

Designer Tom Ford recently turned vegan and is beginning to phase out the use of animal products in his clothing lines.

That's why we at Threads have put together a comprehensive guide on how to dress compassionately.

After all is a dead animal's skin really a good look?

First on our list is leather. Statista reported that £3.8 million was spent on leather clothes in the UK in 2015. Used to make jackets, belts, shoes and even trousers, leather is processed animal skin and has been a staple of fashion for decades.

Made from the skin of cows, snakes and alligators leather is a versatile product which compliments both rock inspired styles and more sophisticated ones.

Given the amount of different looks it works with it's easy to see how people could be unwilling to abandon it.

Luckily there are now countless synthetic leather substitutes which are very similar to the original. Bicast leather is used by fashion labels the world over and serves as a more ethical and cost-effective alternative which means it is cheaper for the customer to buy too.

A report from Grand View Research has estimated that the vegan leather global market will be worth \$85 billion by 2025 demonstrating how fast the industry is growing.

Belts in particular can be made from all manner of material such as faux leather which compliments a smart outfit and cloth belts which are better suited to casual wear - particularly skate style.



Always check the label for a quality assurance mark to ensure that an item is made from faux leather.

For those worried about durability Doc Martens recently launched a new vegan range of their famous boots which boast the same wear and weather protection as their leather counterparts.

Suede. A product that is essentially just hairy leather.

Made from the underside of the skin, typically from lambs, suede is the smooth, slightly furry material that acts as an outer cover for a large amount of men's trainers.

However more brands are now introducing vegan suede alternatives, making it easier than ever to avoid the original.

It's always worth asking a member of staff or checking the item online as it is not always apparent when faux suede is being used.

Online shopping is always the safest bet as a full composition description should be available from the retailer. Google Trends has shown that in the past year there has been a 66% increase in the number of online searches for 'vegan' in the UK.

Suede is a massive hit in both the smart-casual and skate clothing markets as popular trainers such as Adidas Originals and Nike Janoskis have numerous editions made of the material.

- Photo: Lizette Croes

But don't worry because companies like Lakai and Macbeth are leading the charge in producing fashionable trainers from synthetic suede.

Can't find either of these brands locally? Well there is plenty more alternative footwear in high street shops such as canvas trainers. Vans in particular have established a brand through their timeless canvas design.

Next on the list is fur. This is one of the most controversial animal products with many non-vegans already refusing to wear it on moral grounds.

Newly vegan Tom Ford has announced that his newest range primarily uses faux fur.

However, some more expensive brands do still use it. Canada Goose for instance use coyote (a type of wild dog) fur in the hoods of their parkas. So avoiding brands like this saves animals as well as your money.

Finally, wool. For the majority of Threads readers, big woolly jumpers won't be a cornerstone of your wardrobe. But if you like to mix up your style every now and again make sure your fluffy jumpers are made from a sustainable fabric like cotton, linen or hemp.

You might be wondering, 'what's wrong with wool?'

In the wool industry sheep are selectively bred to grow more wool and can come to harm through farming practices. Whether this be through premature shearing (causing exposure deaths) or a horrific process known as mulesing, wool farming is a cruel price to pay for fashion.

There you have it, our very own guide to ethical style.

What does fashion really cost?

For anyone interested in sneakers, it's always nice to have a rotation of different shoes so you can have a bit of variety. So here are five sneakers you should consider having in your rotation.

Article by
Elliot Whitelaw

Air Max 95 - £120

Designed in 1995, where its name is derived from, the Air Max 95 is a classic silhouette and goes well with any outfit. Air Max 97's have become increasingly popular this year, but if you want to do something a little bit different then an Air Max 95 is a classic choice, with hundreds of colourways available at high street retailers, and more limited versions such as the 2005 collaboration with Italian Football giants Juventus, which will set you back around £250 are available from collectors online.



Air Force 1 - £75

Leading on to the next, we're sticking with Nike. The Nike Air Force 1 is a classic silhouette, and comes in a variety of colours that all match with an outfit perfectly. The all white colourway has seen a return to popularity this year, though the models with a gumsole have also been flying off the shelves this year.



Adidas Ultra Boost - £129

Third on our list is the Adidas Ultra Boost. The Ultra Boost helped Adidas overtake Nike Jordan Brand in terms of popularity in 2017. The thermo-plastic sole, an innovative concept is the main reason for its unprecedented popularity. Providing unparalleled comfort along with sleek colourways and collaborations, there is an Ultra Boost for everyone.



Air Max 98 - £145

Developed in 1998, hence its nickname the "98". The Air Max 98 has seen a resurgence in 2018 in the Gundam re-release and the Miami Cone (pictured) colourways. A versatile shoe that goes well with most outfits, it's certainly a shoe that you should have in your rotation. Classic, comfy & durable.



Dr Martens 1461 - £115

Created on the 1st April 1961 (1/4/61), the Dr Martens shoe has become a timeless classic in fashion, being featured in high-end, streetwear and indie fashion. The all leather silhouette offers something different from a sneaker, and can be partnered with many different outfits, whether it's for a casual or a smart occasion, the 1461 won't let you down.



Gymshark


Zero to 1.5 million in 2 years

Gymshark is the creation of two students, Ben Francis and Lewis Morgan, that turned zero into 1.5 million in two years. Chief brand officer Ben Francis began the business armed with only a sewing machine and a screen printer after realising he couldn't find any gym clothing brands that he wanted to wear.

Just five years after starting up, Gymshark's annual sales have hit a staggering £41 million and have grown 200% year by year since 2016. In 2016 the Sunday Times fast track named Gymshark the fastest-growing company in the UK. The question on many people's minds is just how did two Aston university undergraduate students manage to create such a successful phenomenon in such a short amount time?



Article by
Joel Greasley

 @Gymshark "Tough times never last, but tough people do" #ThursdayThoughts

Gymshark's leading strategy and key reason for success was the utilisation of social media. After contacting various social media experts within Facebook, Instagram, YouTube and Pinterest; Francis and Morgan were able to decide on relying on fashion influencers to kick start their business. They were able to secure deals with well-known Instagram models such as Steve Cook (1.9 mil followers), Karina Elle (1.1 mil followers) and Whitney Simmons (1.6 mil followers) meaning they would wear and promote Gymshark attire in return for free clothing. This proved to be an instant success and saw Gymshark's number of Instagram followers rocket to what it is today at 2.1 million.

As well as utilising social media, Francis and Morgan also offered promotions, coupons and discounts on certain products which will have had a huge impact on the appeal the brand had on the mass. There's no denying Gymshark and its marketing team played the game very well, however what came clear to me was the lack of affordable, quality gym wear before they surfaced. I spoke to Personal Trainer at PureGym Sheffield and sport marketing student Leon Bridgeman about what he thinks allowed GymShark to have such an impact on the fitness industry:

- How popular and well-known is GymShark within the 'gym' and 'fitness' community now?

"Since it first came on the scene, it seems to have taken over if I'm honest, I'd go as far as saying everyone I train probably owns at least one piece of clothing from there."

- As someone who I assume owns a variety of branded gym clothes, how would you separate Gymshark from the rest?

"I think because of its presence on social media, the big difference would be the fact that it's the in brand at the moment, in the sense that everyone wants it because it's the current trend. Besides that I think the quality of what they produce is good, and its more durable than the cheaper stuff on the market"

- In your opinion, what was the leading factor in Gymshark's success?

"Again, I just think their presence on social media carried them to where they are now. I think maybe at the time there was a gap in the market for decent gym wear, but personally I think they were very tech savvy and worked with a modern marketing head early on which made it easy for them"

Review:

As an avid gym goer myself, I have been able to see the substantial rise in Gymsharks presence within the fitness community. I would strongly recommend trying out some of Gymsharks clothing just to get an idea of the quality they produce. I personally own a Gymshark T-shirt, a pair of Gymshark sweats and a hoodie.

T-shirt: Gymshark now produce a vast range of T-shirts with various designs. I personally went for a plain white T-shirt with the Gymshark logo on the back. I use the T-shirt primarily when I weight train and it offers plenty of breathing room whilst also adapting to the shape of my body for it not to feel uncomfortable. Pricing ranges from £16-£26 for T's which are very modest figures for items of such high quality.

T-shirts rating: 9/10

Sweats: The sweat pants come in all different styles and colours and the range is impressive. A variety of tight fit sweats suitable for weight training, some with stripes down the side some without, are on offer as well as a looser fitting selection more suited for sport and relaxation. Pricing ranges from £34-£40 for the sweats, again a modest figure for a pair of sweats that last long, and provide great comfort and confidence.

Sweats rating: 8/10

Hoodie: The Hoodie selection isn't as impressive as the T-shirt and sweats however what's on offer is appealing and fresh. The sizing guide can be a little unpredictable as the difference between each size is considerable. The hoodie I own is slightly too big however a size down would be too small which is the last thing you want, this however could just be a personal issue and I still use the product most days. Hoodie prices vary from £30-£50, again well worth the money because of the warmth and comfort.

Bootleg streetwear returns

"Everyone likes a good parody, especially Palace and Supreme fans. We deeply respect these brands and where they come from, but we've always found it astonishing how devoted some of their audience are."



Article by
Owen Kirton



Bootleg streetwear began catching on again in 2016, through the power of social media it hit the mainstream, largely starting in the form of t-shirts. With Instagram and Twitter being the main platform for kicking off the trend, it was Parisian high-end fashion 'Vetements' that had the most notable impact on the 2016 bootleg scene with their 'DHL' logo tee. This particular t-shirt and choice of brand logo had monumental ripple effects in the bootleg scene; people couldn't get enough of the idea of regular everyday brand logo's becoming high-end fashion.

Newly appointed Louis Vuitton artistic director Virgil Abloh (pictured) pioneered a new trend of high-end fashion/ bootleg collaborations with his label 'Off-White'. Kanye west's creative director has helped streetwear lean away from the small 'hipster' crowd and bring it to the forefront of high-end fashion kings. Off-White re-jigged the original Nike swoosh tick by replacing 'Nike' with 'logo'. Abloh's bootleg releases made impressions across the streetwear scene, most notably when smaller brands such as North London-based 'Sports Banger' when they combined the Nike swoosh with the original 'NHS' logo directly above it.

Supported and promoted on Instagram by PJDN (People Just Do Nothing) star Allan Mustafa, underground streetwear brand 'The Lurkers' curated their own leg of bootleg fashion, playing with their company name. Making use of the iconic Lacoste crocodile logo, they chose to add a bucket hat to their

brand logo above the crocodile's head, whilst also cleverly tweaking the words below to now read "Lurkoste" onto a white t-shirt.

As well as being playful, this new trend has a light-hearted political angle, seeming to poke fun at the elite and right-wing media with t-shirts such as Nike's 'Corbyn' logo accompanied by the original swoosh and also the 'Anti Tory Tory Club' release from 'Bowlicut'. One brand that's really taken a shine to political bootleg fashion is London clothing brand 'HypePeace', perfectly combining serious messages through intelligent, witty designs. The brand's political standing is conveyed through its aesthetically impeccable designs, their most accomplished attempt at this is the bootleg 'tri-ferg' green, black and red Palace triangle logo which reads 'Palestine' in an effort to raise awareness and support of the war-torn middle east.

HypePeace have opened a new door today's bootleg scene, showing that effective subtle imaging can communicate serious global issues to a wider audience whilst also engaging the youth through fashion. Following the release of the Palace/ Palestine collaboration, Grime rapper Novelist showed his support for the movement by purchasing and sporting one himself, furthering the already impressive audience range. The money raised by HypePeace is being donated to 'Sharek Youth Forum' to help the youth in Palestine create new lives and prepare for careers. This rebirth of politics in streetwear

mirrors the work of 'FUCT' in the nineties. Founded in Los Angeles by Erik Brunetti and Natas Kaupas, they are said to be one of the leading pioneers of today's streetwear. Much like the recent designs of HypePeace they also incorporated political messages through their designs, often anti-religion or government campaigns. The most iconic work by FUCT is arguably their 'offensive' variations of the text within the Supreme box logo styled t-shirt; "It's our pleasure to disgust you" and "Come back with a warrant" as they were seen to be a response to the company's founder Erik Brunetti's struggle to legally obtain the 'FUCT' trademark.

In May 2016, following the re-emergence of bootleg streetwear, FUCT decided to join forces with 'Revive' and release a new batch of vintage t-shirts consisting of their best designs of the nineties. One of the most recognisable remakes was the throwback to their combination of cartoon characters indulging in illicit substances; in this instance it was the 'Skunk' t-shirt. Following the 25th anniversary of FUCT soon after they also re-released the iconic "It's too late to recycle" box logo t-shirt.

It's no coincidence that political bootleg fashion has resurfaced with such force, 2016 was the year of not only Brexit but also the appointment of US president Donald Trump, making us feel like we were part of some disturbing movie. Along with the uncertainty of the future came the opportunity to poke fun at dark situations.

Much like his creative director Virgil Abloh, US rapper Kanye West has also made his mark on the bootleg scene, although perhaps with mixed reaction to his infamous "Free OJ" t-shirt which read "not guilty?" below a picture of Mr Simpson. Whether the t-shirt's publicity was good for the bootleg scene remains in question, but what cannot be denied is the scale of recognition it got when American lawyer Chris Darden called West's fashion statement out on American TV. Chris Darden fought against O.J and was appalled that the rapper could defend his innocence, never mind sport a t-shirt requesting his release from prison as O.J had recently all but confessed to the murders of Nicole Brown and Ron Goldman in a 'lost confession' from 2006. This type of bootleg statement again brought the scene's freedom of speech into question, but it by no means harmed it as the rapper is notorious for being overly outlandish and was seen as an isolated incident.



What's next for the bootleg scene?



With the politics in 2018 being as strange and scary as ever, it seems that the bootleg scene will not run out of material at least for the foreseeable future. As for the magnitude of the trend, bootleg is at an all time high as Parisian fashion giants 'Vetements' have decided to bring out a brand new 2018 range of 'Vetements x DHL' clothing following the unprecedented success of the original 2016 project. The new project consists of two polo shirts, available as long sleeve or short-sleeved, the long-sleeve polo shirt is priced at £505 and the socks at £65 which shows just how high-end bootleg fashion is these days, it's with the elite.

As well as the noticeable success at the top end of fashion, the underground bootleg scene is thriving now more than ever, especially thanks to the powers of social media and advertising. Instagram-based brand 'Underground Art' (@undergroundartstore) have themselves opened up an intelligent avenue in bootleg clothing and art with their exquisite collaboration of characters from cartoons such as 'The Simpsons', 'American Dad' and 'Rick and Morty' with notorious streetwear brands such as Stussy and Supreme.

Inspired by the previous work of FUCT; depicting cartoons with illicit substances, the characters depicted in the artwork are smoking marijuana and holding what appear to be magic mushrooms, an ironic middle finger to the government-type gesture reminiscent of nineties bootleg.



Stone Island, From Hooligans to High End Fashion.



Article by
Elliot Whitelaw

Stone Island was once seen as a brand worn by hooligans and troublemakers, but it has transformed into one of the most worn brands worldwide, both by the global streetwear scene and even its traditional clientele. An undeniable attitude shift towards the brand, Stone Island along with its brother labels has become titans in the fashion industry.

Originating from Ravarino. In the Bologna region of Italy, Stone Island was the brainchild of creator Massimo Osti. Born in 1944, Osti grew up fascinated with clothing and began studying military, work and sports-wear. Through his studies and experimenting with different materials and designs, Massimo first created CP Company, and then Stone Island and MA Strum, all of which offer their own distinct style that is recognizable by followers of the brand today.

Osti's first clothing label, CP (Chester Perry) Company was created in 1975 with Stone Island being created in 1982 as a secondary division for Massimo's then unorthodox methods of dyeing and cutting fabrics in different ways. CP company have produced 40,000 individual pieces of clothing, with 'function and use' always at the forefront of the mind when designing. Stone Island is now known for the same attitudes towards its products, and Stone Island has now surpassed CP Company as one of the most popular brands on the planet because of Osti's experimentation with different dyes, fabrics and heat-reflective material.

So why has Stone Island become so popular? After receiving exposure because of Osti's success with CP Company, known as the "Paninaro" look, Stone Island was adopted by Italian football fans in the 80's because of the excessive desire to create clothing that was functional, stylish and innovative. English football fans travelling to Italy to watch football matches as part of the European cup then took inspiration from the clothing, and took it home to the terraces with them.

The Massimo Osti Archive,
Bologna, Italy.



"Perceptions of the brand have definitely changed over the last few years. The stigma behind wearing a stone island has almost disappeared."

And so then grew a special relationship with the brand, just like Dr Martens became a staple part of an outfit for punks, Stone Island became synonymous with British football culture. Fast forward to 2017, and rapper Drake is seen with Carlo Rivetti, the current director of the brand, wearing a Stone Island knitted jumper to an awards ceremony. This trend of world famous musicians wearing the brand illustrates its growing popularity, and certainly contributed to this growth. Of course Stone Island is not limited to just one celebrity, but once Drake was seen in it, and was even gifted a custom \$100 thousand dollar Stone Island chain, A\$AP Rocky is seen in one too, and then Travis Scott, and so a trend began. American high-end fashion and streetwear, (which are both very similar these days) began to realise that Stone Island had the potential to become something more than what the world over though it was, something worn by hooligans.

Speaking to Ollie Chapman, a Stone Island collector and owner of archive store "Vintage Terrace Clothing." He said, "The brand has change rapidly over the last few years, for the better? Who knows? Stone Island took massive step to become more commercial by investing in such artists as Drake to

endorse the brand and doing collaborations with the likes of Supreme."

"Perceptions of the brand have definitely changed over the last few years. The stigma behind wearing a stone island has almost disappeared. A few years ago in certain places you would of been targeted/labelled as 'Game' for a brawl if you was wearing the brand. I don't personally 'Collect' Stone Island."

It seems to be that there has always been a one-way street type of relationship between American and British fashion, with British high-end fashion especially taking its inspiration from America. Brands such as Louis Vuitton, Gucci and Off-White are now seen in cities all over both countries.

But it is important to understand now that America has taken inspiration in one of the most iconic fashion brands in Britain, whether a person likes Stone Island or not is irrelevant, it is undeniably associated with football culture. Though this may not be seen as a positive thing, it is important to understand that Stone Island has come from being worn by ordinary people who wanted to attend football matches in anything but their team colours, so to avoid attention from police whilst still wearing

clothes they were proud to wear, to the inner city streets of Britain's biggest cities and being worn by grime artists.

Familiar with the brand for a number of years, Ollie explains how the brand has changed over the years, saying, "Once upon a time Stone Island was only worn by Italians and Working class English hooligans. Not very often did you see the compass badge on a day-to-day basis. Now when you walk down the high street it's as popular as any other brand."

"I own a fair few garments but try not to tie myself to one brand. Some of my favourite personal jackets are from Plurimus, C.P. Company and MA. Strum."

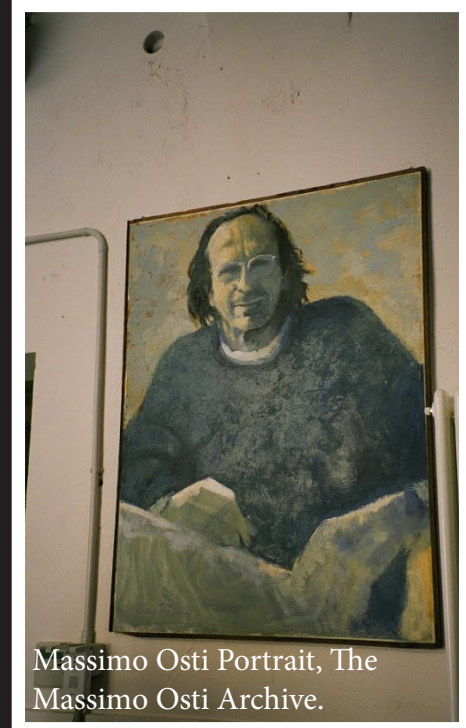
Talking about how he started up Vintage Terrace Clothing, Ollie explains that he started off a relatively small scale, before moving onto opening up his own store in Scunthorpe.

"We started out with a box of 2nd hand Lacoste shirts I bought off eBay. After seeing there was a massive market for vintage clothing we set up a Facebook group and started selling other brands such as Stone Island. A year later we set up our website and again was astonished by the response. We recently opened a shop in our local town, which is getting more visitors every week. We're currently building a new and better website which holds 5x as many products as our current one."

"Perceptions of the brand have definitely changed, and i can only see the brand growing from here."



Massimo Osti, Italy, 1983.



Massimo Osti Portrait, The Massimo Osti Archive.



The Massimo Osti Archive, Bologna, Italy.



The Massimo Osti Archive, Bologna, Italy.

An Interview With Ollie Kirk: Photographer & Curator.



Article by
Elliot Whitelaw

Ollie Kirk. (Below)

For many, photography is never much more than a hobby or a creative outlet. But occasionally some individuals tend to fall into a hobby and end up getting much more out of it than they ever imagined. Ollie Kirk began taking photos as a hobby when he was at Groby Community College in Leicestershire, and it has blossomed into so much more for him, allowing him to work at festivals in Croatia, and work with up and coming DJ's and producers.

Ollie Kirk, 21, from Leicester describes himself as a "Photographer/ Shadow Axis founder/owner." Ollie originally didn't know what to do with himself, nor where his future would lie when he came to pick his A-level subjects when he was 16, and as most do, he opted for the subjects that interested him, even in the slightest.

"So I got into photography at 16, - In a weird way, didn't really know what to do with myself, around the time choosing a-levels. Wanted to do graphic design, didn't really know what else to do. Was advised to accompany that with photography at A-level."

Ollie explains that he was always quite laid back during school, and that he was "A bit of a mess about kid". With his final deadline for his A-level photography course looming, Ollie explains that he didn't feel like he had learnt anything useful, and because of this hadn't done any of his final coursework. Luckily, he was just about to go away on holiday with his family to Valencia in Spain, and was able to capture the photographs he needed and ended up getting a B grade.

"I took my dads camera and went around Valencia on my own, which was the first time I was ever in a big city on my own, it was scary but at the same time really cool."

Allowing his creativity to grow, Ollie began working at Wellgosh in Leicester, an independent contemporary and high-end fashion store that has recently just celebrated its 27th year anniversary. "Be-

ing with like-minded creative people at the store really helped. It was basically me being really lazy and having to do the work outside of college, but it ended up falling into place."

That summer, Ollie began to develop his personal style of photography through what he describes as his own laziness. Describing his style of photography, he said "My style comes from taking photos at parties I guess, and everything's abit messy and in your face, and I try to focus on the natural expressions, in the moment is the best way to describe it I guess. Like the Goldie photo, just being out and drunk and capturing it all in the moment."

And so through meeting like-minded creative people, both through his job and his hobby, Ollie soon ended up getting work at festivals abroad. Driving 36 hours to Outlook Festival in Croatia during September 7th – September 11th in 2016, it was at this festival that Ollie took one of his personal favourites, the photo of legendary British musician & producer Goldie. "I get asked to go and do festival work, and they employ big fancy photographers who use really expensive photos to take really professional press photos, but I get to go behind the scenes and party with the artists and take photos of them."

One of the benefits of this was that in 2016 they paid for his festival tickets, which allowed him access to backstage areas, meaning Ollie only had to pay for his travel and accommodation. And in 2017, Outlook Festival sent him five tickets for himself and four of his friends. With the summer of 2018 looming, Ollie has a couple of projects planned alongside his other creative project, Shadow Axis - "This year I'm going to dimensions and outlook again, we're all really looking forward to it."



Shadow Axis is a project that Ollie founded with his friend & graphic designer Greg Hardy, with the aim of allowing creative people to have another platform to publish their work, often in a zines curated by himself and Greg.

"It started in the Orange Tree beer garden, after first getting into taking photos, I had loads of photos sat around not being used and I wanted to put them out somewhere that wasn't just Tumblr or Instagram. Greg and me got talking about the idea of it, and ended up doing it. It especially works so well because my style of photography and his style of graphic design compliment each other so perfectly."

Ollie & Shadow Axis work with people such as Grade 10, the record label. Creating zines, prints and posters.

"After the first few issues, we slowly started to develop and follow themes, such as the Leicester City FC title winning season issue, appropriately titled "Blu".

And from then we just carried on doing it and they slowly started to follow a theme, such as Leicester winning the league and the people of the city. We're working on our sixth now, and want other creatives to work with and showcase different styles."

For his personal work and more artistic photography, Ollie considers Daido Moriyama to be one of his biggest inspirations, "It's very dark and striking photos of Japanese scenery and people, his photos come out very harsh and in black and white."

For his film and portrait work, Ollie takes inspiration from Diana Buraka. A tattoo artist from Paris. "Although I don't take lots of inspiration from her, I feel like she works with a similar setup to me and makes it look great."

The first photographer that Ollie was inspired by was Lewis Baltz, an American visual artist and photographer. "He was a big inspiration, and the first photographer I ever got into when I first started."

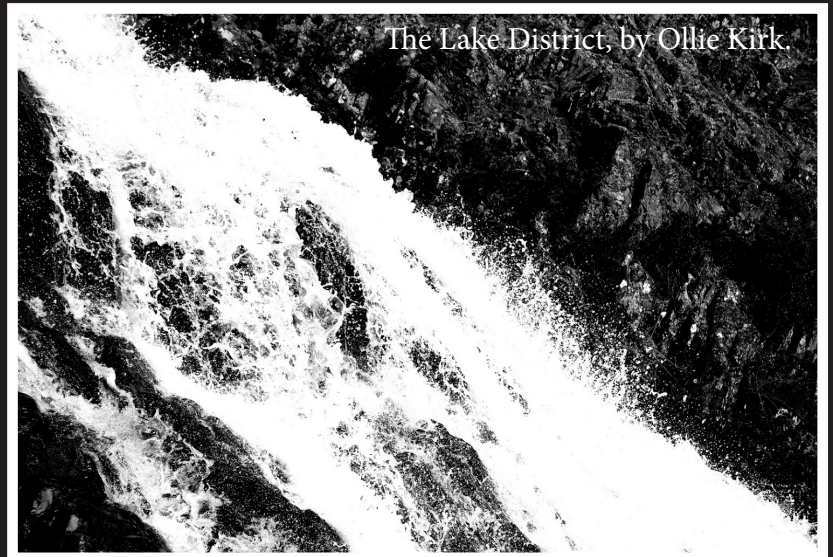
When it comes to fashion brands, Ollie expresses himself in a simplistic way and wears brands that often reflect his ethos.

"One of my favourite brands at the minute is Cav empt, it's a great brand alongside BAPE and BBC, and the Cyber-punk designs, consumerist graphics are things that I really enjoy."

"Other brands I really like at the minute are WoodWood and Our Legacy. What you see is what you get, it's plain and it's simple, but the quality is amazing. The stores are incredible, the ethos work. When I went to the Our Legacy store in Copenhagen it was like everything I wanted my stuff to be like."



"ONE OF MY FAVOURITE BRANDS AT THE MINUTE IS CAV EMPT, IT'S A GREAT BRAND ALONGSIDE BAPE AND BBC, AND THE CYBER-PUNK DESIGNS, CONSUMERIST GRAPHICS ARE THINGS THAT I REALLY ENJOY."



World Cup 2018 - A resurgence in football fashion

The nineties era of football strips is back, but even better.. both Adidas and Nike have set the bar high with their new range of World Cup 2018 kits, paying homage to the golden years of both football and its fashion.

Ones to note -

Nigeria's Nike home kit received the most attention with its electrifying green, white and black chevrons. Nike have tried to express the country's 'energetic' culture through their latest release, paying tribute to the iconic 1994 home strip. The new design has been promoted by Nike through Arsenal frontman Alex Iwobi and notably by London rapper Skepta on his Instagram during a visit back to Nigeria, showing the shirt looks just as good on and off the pitch.

Current holders of the World Cup Germany have thrown it back to their successful Italia '90 campaign which features the unforgettable Adidas dropped shoulder-cut lines, prevalent in streetwear and vintage clothing for years. Unlike the famous red, yellow and black colours previously sported by Jurgen Klinsmann and Rudi Voller, the lines this year are grey and black. Although the kit gives England fans a stark reminder of their penalty woes and the heart-wrenching tears from Paul Gascoigne, I'm sure they will all agree this is a classy tribute to a timeless kit.

The next nineties inspired kit that caught the eye was Adidas' Spanish national team shirt, influenced heavily by their famous home kit in the 1994 World Cup in the USA. Similar to the strip worn by ex-Barcelona player and manager Luis Enrique, it features the same three lines of diamonds down the right-hand side of the front. Instead of just the traditional yellow and blue diamonds, the shirt now has blue, yellow and red, said to emulate the style, energy and speed of the football known to be played by the Spanish.

Giants Argentina also followed suit paying tribute to a successful campaign, with their new home kit said to be inspired by their success in the 1993



Copa America by Diego Simeone and his teammates. The traditional white and sky-blue stripes take up the front and back, while the sleeves remain plain white with black Adidas stripes on the shoulders as opposed to the white stripes of 1993.

Similar to the Germans, the Columbians have also decided their 1990 World Cup kit was the best yet and chosen it is as the primary influence for their latest design. Modelled by Real Madrid starlet James Rodriguez, it consists of a yellow background accompanied by blue, red and yellow diagonal lines from the sides. The famous three Adidas stripes still accompany the shoulder although they are now navy rather than red.

Much like England's World Cup record, their national kit lags behind the quality of their South American and European rivals. Although the new Nike kit is smart, it lacks the iconic throwback to the intertwined silver diamonds of our 1990 strip that many were anticipating. The home kit is of course all white with a subtly designed St. George's cross embroidered onto the chest.

Too hot not to cop -

Nigeria's 2018 home strip tops the list, not only does it encapsulate the exuberant Nigerian flare, but it also shows how to effectively emulate an old iconic strip without becoming a cheap imitation.

Next on the list is the new Germany home shirt, reminiscent of the shirts worn by Beckenbauer's 1990 World Cup winning kit. Adidas were able to only really change the colour scheme of the three shoulder-cut lines to black and grey from the original German national colours of red, yellow and black with outstanding results.

The final kit that's a must buy is the Spanish national team's Adidas home shirt, with its unmistakable yellow and red colour scheme with a subtle hint of blue. This shirt along with the Nigerians and the Germans is one of the few undeniably successful 90's remakes.



Article by
Owen Kirton



“When I first saw the new kit I was like, ‘Wow, this is sick! I need one now!’”

- Alex Iwobi (pictured)

Home, Away & The Runway

Graphic Designer Andy Slater speaks to us about his favourite concept football kits - (@xztals)

"Like all my kits, I gather inspiration from two of my passions, fashion and football"



"Number 5 starts with the Madrid x Wang kit which was inspired by, at the time, some of Alexander Wang's latest work. I'm a huge fan of experimenting with colours within football and this kit shows that unusual combinations can create something that works. We don't often see green and orange mixed and going off this, I can't understand why. Like all my kits, I gather inspiration from two of my passions, fashion and football and work the pair together to create kits that I'd personally love to see. The kit is simple yet offers a different dimension to what a kit could be."

"Albeit plain, this is definitely one of the favourite kits on my page. I was a huge fan of the Parley & Adidas collaboration and I explored what could've been if the companies were to extend their partnership. I love using teal, it sits so well on kits and feel as if its not used enough throughout football! If clubs were to branch out and use slightly different pallets I'm sure we would see some amazing kits.. with that said I've been told that Adidas are trying to use new colours in their kits this year so we will have to keep our eyes peeled! The three stripes on the socks and arm rather than shoulder added with the trefoil bring this kit to life in my opinion and the majority of my followers loved the simplicity of the kit. Its clean and fresh."

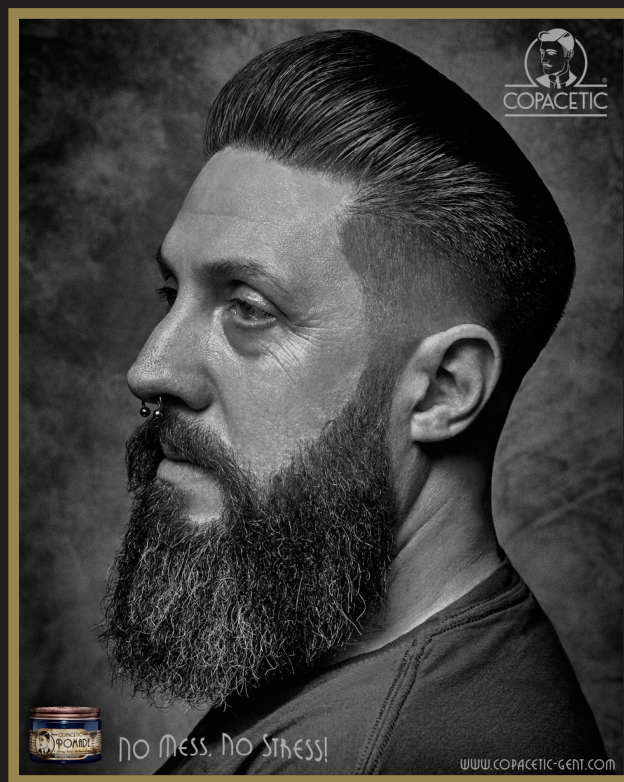


"One of my more recent kits, the Manchester City x Supreme x The North Face shirt features a design inspired by the 'Mountain Baltoro Jacket' which admittedly is one of my favourite Supreme pieces! The shirt is unique and combines streetwear with football, which is something I love. It brought both hypebeasts and football fans together. The kit managed to make it's way around a couple of newspapers, including the MEN and was eventually spotted by my employer, and is one of the reasons I have my current job. I'd love to see a company create a wild design like this and print it onto a football shirt!"

"In terms of design this is up there with the wildest on my page and it's also one of my favourites! The kit is inspired by Nike's 'what the' pack and includes a variety of different Barcelona kits, past and present, the best and worst. I tried to incorporate some iconic kits, be it for aesthetic purpose or for a historic time for the club and managed to squeeze 8 different designs in there. For example, the Kappa 1995/96 away shirt. It's a personal favourite and went down well on my pages and looking back makes me want to do more of these with different clubs!"



"My favourite design must be this Bayern Much Kit. Inspired by the Kith x Naked NMD CS2, the kit comes in two different colourways and features the distinctive 3 striped down the centre of the shirt which mimics the Adidas trainer. Although it's my favourite kit I wouldn't class it as my best design, I feel as if I have better, more unique designs but this kit gifted me the opportunity to work with a company I'm a huge fan of. The kit was spotted by Austin Scotti, who works for Kith, and this led to me creating the social graphics for Kith Cobras and Kith Flamingos shirts. Being able to work alongside a company I'm inspired by is something I'll never forget and it goes to show that you never know who's watching."



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Arcadio Del Valle

Hot Right Now

Do you ever let your size stop you from wearing something?



Article by
Harry Ingham

The name Arcadio Del Valle is all over the headlines this season as the plus-size male model is encouraging overweight men to embrace their bodies.

30-year-old Arcadio (or Ady to his friends) is from Boston, Massachusetts and is pushing to break stereotypes in the modelling world. With five catwalk appearances under his belt he is proud of his 405lb frame and has even performed at the New York Fashion Week.

In an exclusive Threads interview, Ady told us: "I got into modelling about two years ago.

"I had never seen myself as a model because of my physique but I was contacted by the upcoming brand VOLARE and a designer liked my look.

"I had always seen my size as a massive negative because the media always portrays the model body as skinny, thin and super good looking.

"I used what people might call my flaws to my advantage and showed you can model at any size."

We at Threads firmly believe that it's not your shape that defines you, it's your style.

Which is why we are committed to keeping you up to date on the latest fashion and helping you discover which style suits you best.

But it can be hard to embrace a new look without feeling body confident.

A 2017 study by Statistic Brain found that 20% of men would consider cosmetic surgery and a staggering 80% of women say images of women in the media make them feel insecure.

With this in mind it's easy to see why people could feel inadequate next to fashion models.

Ady said: "Body confidence is really important.

"Most men do not like to express their feelings because they worry it could take away from their masculinity.

"That's why I'm doing what I'm doing - to open up the conversation that you can be confident at any shape or size.

"My purpose is to help inspire the big men hiding themselves because of their size. We all have insecurities and we all learn to embrace them in different ways.

"There is no right or wrong way to celebrate your body."

"You can be confident at any shape or size"





To learn exactly what style choices landed Arcadio in the modelling world we asked him how he dresses to feel confident regardless of his size.

“My body shape does influence my choices but I don’t let it hold me back so I have fun with my fashion and take risks every once in a while.

“That said, my style is pretty simple 90% of the time - blacks, whites, greys and a spontaneous pop of colour every once in a while as long as it’s comfortable and fits well.

“I tailor most of my clothes myself to get the fit I want. Investing in a tailor is key to getting the right fit and looking your best.

“A typical outfit would be some fitted black pants, a white or black t-shirt, a bomber jacket and either some white sneakers or a Chelsea boot.

“Sometimes I’ll tuck in my shirt for a more trendy vibe depending on where I am going.”

“If you like it just wear it”



We agree with Arcadio that when it comes to fashion less can often be more.

A simplistic style worn right can look far better than an overly-elaborate one.

So don’t try too hard to look a certain way. Just stick to simple fashion choices that you feel comfortable in - confidence is everything.

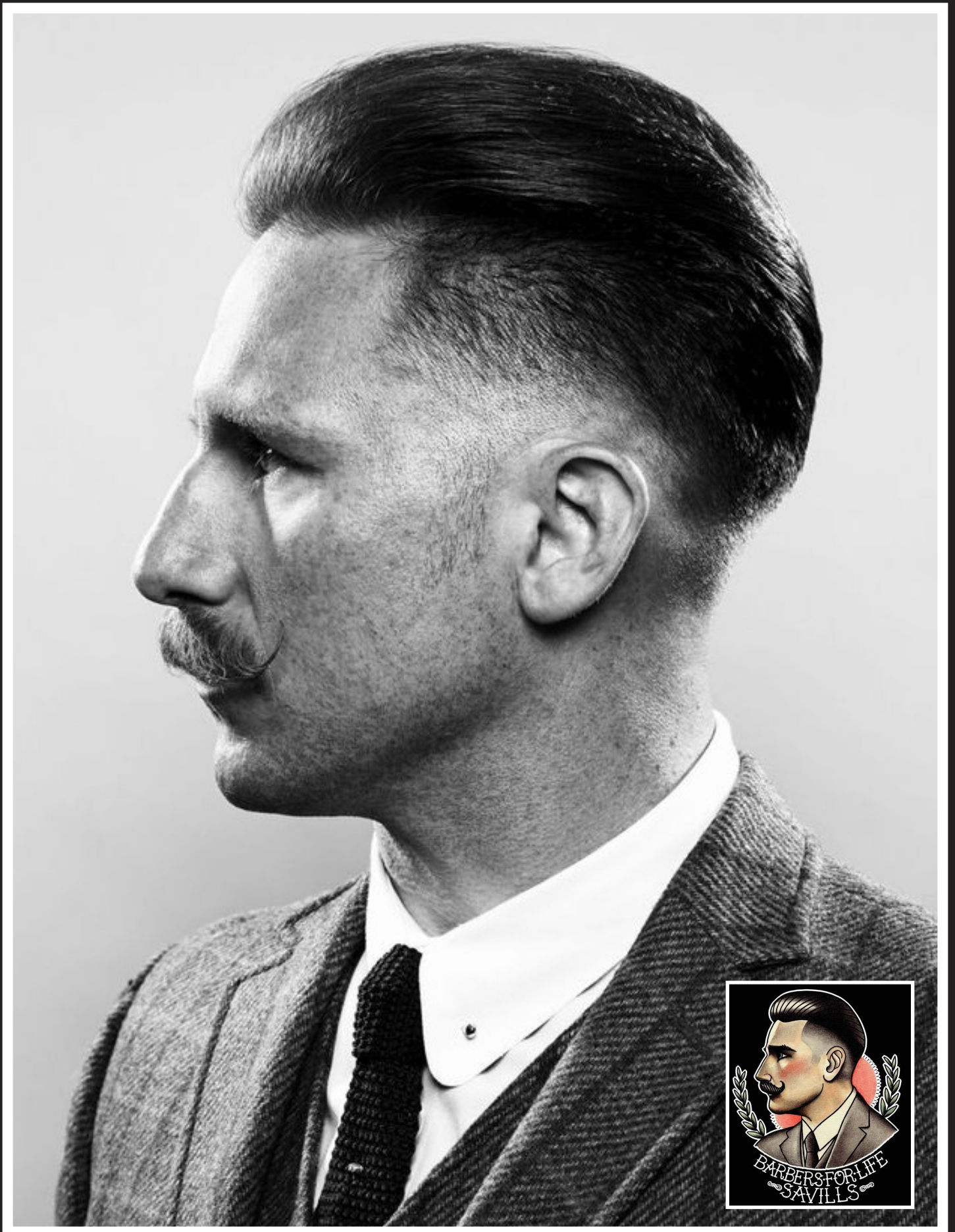
Arcadio told us: “If you like it just wear it and stop worrying about other people’s opinions.

“Show them yes I’m big but I’m going to rock this look.

“Live for yourself and don’t let anyone bring you down. Your happiness is more important than what society has to say.”

Take it from Arcadio, if he can be body confident at 405lbs then so can anyone.

Fashion is all about presenting yourself as you wish to be seen so don’t settle for a look that isn’t you.



The original photo that inspired Savills' logo (as seen bottom right)

Peaky Blinders

an influence on local business

Article by
Joel Greasley

With the explosion of popularity in the hit show the Peaky Blinders, I thought I'd see what effect this thrilling drama has had on the local community. Multi award winning and internationally recognised barbers 'Savills' situated in Sheffield's city centre focus intently on providing a 1920s vibe, experience and cut; the era which the Shelby's were at large, and Peaky Blinders is set. They've even gone as far as releasing their own male grooming brand called 'Copacetic', which is a word coined in the 1920's meaning something is extremely satisfactory.

□ As a shop that bases itself around the 1920s style, would you say that Peaky Blinders has boosted your business?

"I'd say it's definitely brought attention to the time, it's portrayed the 1920s gent with complete integrity and a strong style sense which I think has become desirable to many. I think it's definitely inspired a revival of the short back and sides look with a much longer top as well."

□ How would you describe a real 1920s gent?

"The 1920s was an era of charisma, charm and elegance, it was a time when gentlemen strove for respect so possessing manners and honor was absolutely everything. It was a very well dressed era and saw men with a lot of respect for themselves as much as everyone else, a true 1920s would take a great deal of pride in his appearance."

□ Has anyone ever been in and specifically asked for a Peaky Blinders cut?

"We've had one or two; more often than not people bring up the show and ask if we're familiar with the fact that our cuts and shop give off a similar vibe. We actually cut Tony Pitts' hair who plays Sergeant Moss; he's a really nice bloke and really enjoys coming into the shop after being in the show because of the similar dress sense and style. Back to the question though, we provide a slightly lower fade than that of the Peaky Blinders family's style, on more than one occasion someone has asked directly for "similar to Tommy Shelby" though."



Joth had a clear vision to launch a barbershop in Sheffield unlike no other. One with style AND substance, rather than one superseding the other

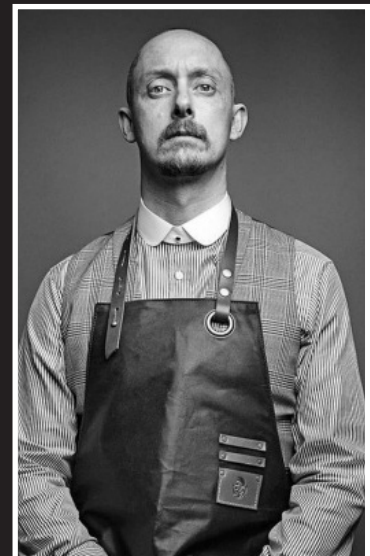
□ If you could bring one aspect of the 1920s gent back into the modern day gent, what would it be, and why?

"It would have to be the smart dress sense, the taking pride in one's appearance. I think times were far easier back then without the influence of social media bringing in all sorts of styles. Gentlemen were able to focus on looking sharp, smart and upholding traditional and admired values and looks. I think a gentleman that takes pride in looking smart, being polite and being honourable is a rare phenomenon these days and I think it's important we promote bringing that back as much as possible, you won't see an employee here that isn't looking smart."

□ What are your top two tips for looking as sharp as a Peaky Blinder?

I think making sure you have a good quality hair product, Copacetic would do the job; and make sure you keep your hair looking fresh by having it cut every 2-3 weeks. It's simple really, it's surprising though just how much of an impact on your confidence and appeal a decent haircut can have; it's a little difference that goes a long way.

There you have it, not only has Peaky Blinders inspired you to try and rep one of your grandads flat caps, but also boosted a local community business.



Joth Davies, owner of Savills



Tommy Shelby, Peaky Blinders character



Throwback Fashion

The Threads Guide

Feeling a little confused that 'Dad-sneakers' are in fashion right now?



Article by
Harry Ingham

Or maybe you can't get your head around the neon jackets and straight leg jeans that are enjoying a renaissance this year?

Fashion trends come and go. Some stay dead and buried while others arrive back on the scene years or even decades later.

But why? When it comes to style there's rarely one fixed answer.

A little rule of thumb you can usually follow is: 'If you wear it with confidence it'll look good.'

Confidence can only go so far though. So we at Threads have compiled a list of the five most important tips to help you navigate the murky waters of throwback fashion.

No-one wants to look like they're stuck in the past.

1. Check your wardrobe.

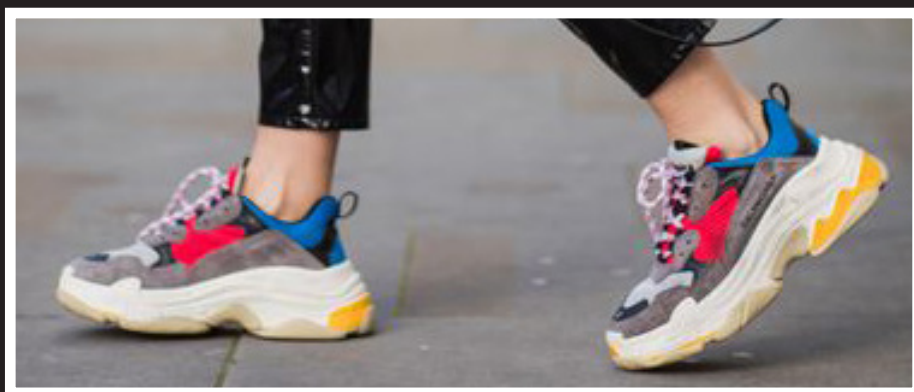
Regardless of how bold your fashion sense is a simple fact is that not all clothes go together. No matter how slick you think you are nobody looks good wearing tracksuit bottoms with cowboy boots.

So when you're considering your next throwback purchase it's important you bare in mind the rest of the clothes already in your wardrobe.

If you have a rock-influenced style that mainly consists of dark colours and is heavy on denim then you can see why a bright pink 90s cagoule might not be the best choice.

Similarly if you mainly wear slim-fitting sportswear then a pair of washed-out straight leg jeans might be worth avoiding.

The bottom line: Choose throwback fashion choices that compliment your pre-existing style.



2. Know your brands.

Particular examples of retro fashion rely heavily on their branding. We place a lot of value on the logo on our clothes and this is especially prevalent the older the item is.

When you are looking for vintage clothes it's worth researching which brands were popular when particular items were in their heyday. Take 'Dad-sneakers' for instance: These 90s-esque trainers were originally popularised by sporting brands such as Adidas, Reebok and Le Coq Sportif.

If you're going to embrace this recent throwback trend then invest in a branded pair. Nothing screams 'out-of-touch' like a pair of unbranded Dad-sneakers from Clarks.

3. Get the look.

Wearing retro clothes is a bold fashion statement - Not everyone can pull it off. So it's important when going for the throwback look you ensure that the rest of your appearance is on point.

Picture the scene: You're wearing your brand new Nike Dad-sneakers complimented with a vintage Tommy Hilfiger jacket from 1989. You're looking good.

Except you haven't had your haircut for six weeks, you haven't shaved for longer and your fingernails have started to get a bit out of hand.

See where I'm coming from?

When it comes to potentially risky styles like this it's important you look the part everywhere else. A good level of grooming can enhance any fashion choices but particularly so with retro clothing.

The most important part is your haircut. A fresh trim can round off any look and when it comes to throwback fashion it can make the difference between looking cutting edge or behind the times.



4. Wear it right.

No matter how well you do everything else if you don't wear certain items the way they're suppose to be worn it just doesn't look right. For example:

Dad-sneakers - Don't tuck your laces in. As much as you may tuck the laces in on your Gazelles or your Janoskis you need to bare in mind that these two looks are worlds apart. Dad-sneakers are meant to look like your Dad would wear them. Tie your laces.

Straight leg jeans - Turn them up. Nothing looks worse than a pair of straight leg jeans hanging down over your trainers like a bedsheet. Turn them up until they aren't touching your shoes while standing. Compliment this with a pair of high white socks underneath to finish it off.

90s cagoules - Zip it up. Any cagoule looks better zipped right to the top particularly if it's brightly coloured because that's exactly how they were worn in their prime. They lose some of their charm when worn open so be sure to keep it zipped high to get the most authentic look.

Make sure you find out how any throw-back purchase is suppose to be worn before you buy to avoid any fashion mishaps.

5. Confidence.

The most important part of all. Wear it with pride and you're bound to turn some heads. If you wear retro fashion self-consciously and your body language shows that you're going to look like someone who's trying too hard.

You've just spent all that money on new clothes so wear it with a smile on your face and a spring in your step. Let the world know who you are and that you look good.





In 2017, Sean Wotherspoon won the 'Vote Forward' competition to bring his dreams to life.

Combining an Air Max One sole with an all corduroy Air Max 97 upper.

The greatly anticipated shoe was released on the 26th March 2018.



Top 5 running shoes of 2018



Article by
Joel Greasley

Running shoes are the unsung heroes of injury prevention when it comes to your marathon prep or your Saturday morning lap of the block. It's essential that you wear the right pair of sneakers for the job to protect yourself from wear and tear leg injuries and of course, to look the part. Using my existing knowledge combined with research on the matter, I've pulled together a list of the top 5 running shoes of 2018 so far.

Ultra-boost, Adidas

The Adidas Ultra-boost is a shoe born to be on the go. It's extreme lightweight quality at 310g offers runners an effortless, weightless experience during physical activity. Adidas stated that "Boost is our most responsive cushioning ever" which means the shoe adapts to the level of energy that is thrown its way. 96% of customers recommend the Ultra-boost experience; however a vast majority warn that the sizing can be misleading and recommend getting a half size/size bigger than usual.



Weight: 310g
Price: £149.95

Quantum knit, Asics

Asics, which is an acronym for the Latin phrase 'anima sana in corpore sano', translating to "a healthy soul in a healthy body"; have released a latest a new running trainer range that hasn't disappointed. Asics Quantum knit edition is the heaviest of my five chosen shoes however is far more appealing aesthetically than the others. The Quantum Knits provide more protection around the foot with thicker knitted mesh, and a deeper heel than most with a 10mm heel drop. A unique selling point that the quantum knits possess is an "Impact Guidance System" (IGS), which matches your foot's natural movements and anatomy, making hard surface running far less strenuous.



Weight: 370g
Price: £160

Vaporfly, Nike

This gender-neutral eye-catching edition has become top of its game thanks to its constant presence in professional competitions, worn by the likes of US long distance world champion Shalane Flanagan and Kara Goucher. Nike's Vaporfly is perfectly designed for long distance runs weighing in at an impressive 184g; described by Nike as "our fastest, most efficient marathon shoe". The favourite colour at the moment is a head turning bright crimson, matched usually with bright gym/running clothing. Olympic champion Galep Rupp said the shoes give him the sensation of 'running downhill' at all time, stating "I'm spoiled now...It feels like I'm running downhill" reflecting just how light and weightless they really are.

Weight: 184g
Price: £199.95



Fresh foam, NB

New Balance have now released an eighth edition of the original Fresh foam design which prides itself in its super soul support. New Balance stated that Fresh foam 1080v8 is an "improvement upon its predecessors with newly reconfigured flex grooves", which gives the soul even more cushion. Fresh Foam's heel drop measures in at 8mm, the thinnest of the five trainers. New balance trainers prevent over sweating with breathable engineered mesh, adding to the overall high quality. The original Fresh foam 1080 v8 design is tame in colour, as pictured, however a variety of colours are available from the New balance official website.



Weight: 314g
Price: £125

361 Degree, Sensation 2

361 Degree is a far less established brand than that of Nike, Adidas and Asics which explains the considerable difference in price. Originating in China, 361-Sensation is slowly making itself known as a worldwide brand and bursting onto the scene with top quality, comfortable, long lasting trainers. 361's soul is designed using carbon fibre to create ultimate protection for your heel and is a reason why Runners World has called this edition a "high mileage trainer".

Weight: 286g
Price: £90



- Emptying the roll -
A collection of photographs by
Elliot Whitelaw.



Ecclesall Road - 2017.



JoJo's General Store - 2017.



Contact us at - threadsmag@gmail.com