

The book was found

Lo-Life: An American Classic



Synopsis

Lo-Life: An American Classic takes the reader on a trip to New York City in the early 80s—a time when crime and violence ran the streets. The infamous Lo-Life gang emerged from this tumultuous time. Formed by crews of teenagers from the Brownsville and Crown Heights neighborhoods of Brooklyn, they made a name for themselves by dressing head-to-toe in expensive Ralph Lauren clothing, or “Lo.” Polo apparel and other preppy 80s fashion labels like Guess, Nautica, and Benetton, among others, represented an aspirational lifestyle for these kids from rough neighborhoods just struggling to get by. Fighting for style and survival, the Lo-Lifes targeted these brands, and would acquire them by any means necessary, including stick-ups, shoplifting, and hustling. A reign of terror ensued, when your new winter coat could make you the target for a robbery or worse. What started as an informal gang uniform organized around clean designs and bright colors, became a devotion to a lifestyle brand, and eventually created an association between the streets and luxury that would fundamentally change the fashion industry. Lo-Life: An American Classic documents the personal collections of exclusive archival vintage photographs amassed by the crew and interviews with original members, presenting the first comprehensive oral history of this notorious New York collective. Lo-Life is the remarkable story of a small group of teenagers fighting to make a name for themselves who eventually made themselves seen, heard, and emulated globally. Love and Loyalty!

Book Information

Hardcover: 232 pages

Publisher: powerHouse Books (December 6, 2016)

Language: English

ISBN-10: 1576878120

ISBN-13: 978-1576878125

Product Dimensions: 10.2 x 1.1 x 7.6 inches

Shipping Weight: 2.3 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 5 customer reviews

Best Sellers Rank: #495,845 in Books (See Top 100 in Books) #186 in Books > Arts &

Photography > Fashion > Designers #250 in Books > Arts & Photography > Fashion > Fashion

Photography #404 in Books > Arts & Photography > Fashion > History

Customer Reviews

"Dangerously Devoted to Polo Ralph Lauren: A new book delves into the notorious subculture of the Lo-Lifes, a group of Brooklyn teens obsessed with Polo Ralph Lauren clothes." — The Wall Street Journal
As seen in: Creative Boom, Exit Magazine, The New York Journal of Books, Timeline, and We-Heart

Jackson Blount, a Brooklyn native, graduated from SVA in 2001. He has designed professionally since, doing both corporate and freelance work throughout his design career. Rack-Lo is one of the main catalysts of the Lo-Life movement. He played a major role in the unification of boosting crews of the early 80s to form the world-renowned Lo-Life crew. Under this umbrella, the Lo-Lifes have continued to make history. This lifestyle that originated in hip hop's golden era, continues to grow and expand around the globe. As a journalist, Rack-Lo has written features for, The Source and Frank 151. With contributions from original Lo-Life members: Uncle Disco Thirstin Howl the 3rd, Bek-Live, Shillz da Realz, Prance-Lo, B-Bob, Lo-Fi-Lo

Been hearin bout the lo lifes for yrs. Getting this book was a worthy buy. Their stories and experiences are crazy. They paint the picture clearly and it's off the wall. Definitely respect the overall mentality.

As a dude that grew up in Brownsville in the 80's & 90's this book took me back. They really need to make this book into a movie.

Dope!!

DOPE

Awesome book! Great imagery and the stories are captivating and damn near unbelievable. A true slice of New York history. Great read, great gift.

[Download to continue reading...](#)

Classic Car Calendar - Muscle Car Calendar - American Muscle Cars Calendar - Calendars 2017 - 2018 Wall Calendars - Car Calendar - American Classic Cars 16 Month Wall Calendar by Avonside
Classic American Locomotives: The 1909 Classic on Steam Locomotive Technology Growing Up

with Aloha: A Nanea Classic 1 (American Girl Beforever Classic) Dictionary, Grades 6 - 12: Classic Reference Library (Classic Reference Library (American Education Publishing)) Life Coaching: Life Coaching Blueprint: Save a Life One Person at a Time (Bonus 30 Minute Life Coaching Session - How to Motivate, Inspire, Change Your Life) Life Coaching: Life Coaching Blueprint: Save A Life One Person At A Time (BONUS 30MINUTE Life Coaching Session- How To Motivate, Inspire, Change Your Life) 20 Idioms in 20 Days: Master the Most Important American Expressions: English Basics: Your Complete Guide to American Phrases Volume 1: Real American Idioms ... Your Complete Guide to American Idioms) 20 Idioms in 20 Days: Master the Most Important American Expressions: English Basics: Your Complete Guide to American Phrases # 3: Real American Idioms ... Your Complete Guide to American Idioms) Wild Snow: A Historical Guide to North American Ski Mountaineering : With 54 Selected Classic Routes, 214 Photographs, and 10 Maps (American Alpine Book Series) The American Experience: A Collection of Great American Stories (Classic Collection (Brilliance Audio)) The Legacy of the American Revolution to the British West Indies and Bahamas: A Chapter Out of the History of the American Loyalists, Vol. 16 (Classic Reprint) THE M1 CARBINE: Classic American Small Arms at War (The American Firepower Series #1) THE M1 GARAND: Classic American Small Arms at War (The American Firepower Series #2) Libby Larsen: Composing an American Life (Music in American Life) Addicted to Americana: Celebrating Classic & Kitschy American Life & Style Narrative of the Life of Frederick Douglass, An American Slave: (Library of America Paperback Classic) Lo-Life: An American Classic Colorado's Indian Peaks: Classic Hikes and Climbs (Classic Hikes & Climbs S) Classic Journal (Diary, Notebook): Classic Journal / Writing Notebook / Blank Diary - 210 Pages, 7" x 10", Hardcover Journal-diary gift. Selections from Rolling Stone Magazine's 500 Greatest Songs of All Time: Guitar Classics Volume 2: Classic Rock to Modern Rock (Easy Guitar TAB) (Rolling Stones Classic Guitar)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)