

STYLE WARS

...avere un look...



SPECIAL ENGLISH ISSUE

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... non si punta!

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A GUY CALLED MINTY

When was the first time you start thinking about "aguy called minty" project?why?

A guy called minty really has come from how I sell my artwork. I sell alot of my work through word of mouth....so really if someone sees my artwork and asks who did it or where it came from...the reply would be "a guy called minty"...

Which were the difficulties that you had at the beginning, and which are the current ones?

Always have difficulties especially from the begining coming up with ideas that are different from anyone else and still make a living from my passion. As an artist I strive to improve my technique with each and every painting and take this also wit my tshirt designs. Current difficulties are coming up with original cost effective tshirt designs that would sell...

A part from casuals, which are your main inspirations ?

Main inspirations come from every angle...whether it'd be film, music, art, fashion or just every day life..My main inspitation are other fellow artists...who I totally respect..and admire....and take a strong interest in caricature art. There are some unbelievable working artists out there today such as Jason Seiler, Paul Moyse, Chris Wahl, and many more..but all time favourite caricature artist would be Seb Kruger.....genius.....also take inspiration from other traditional artists like David Kassin and Jeremy Geddes..their work is amazing.

How responded the British and the European lads to your brand?

I have sold Artwork and tshirts all over the world....espeically the uk. The North of england and parts of scotland seem to love what I produce. Other Brands have taken notice also and have invited me to work along side them in current projects.

What is your football team?

Cardiff City...

What is your favorite English ground? And why?

Ninian..for the atmosphere. Been to some magic games there on the Bob bank Terraces.

What is the most dangerous away match that you've been to?

A few Swansea V Cardiff derby's...

Have you ever followed the national team? Did you ever placed the Wales team before your club in your "scale of values"?

Yes followed the national team a few times to Milan 2003...and prague 2007 both games lost but was great atmosphere and experience.

What do you think about the Italian Casual scene?

Yes Love the Italian Casual scene. It doesnt seem not to disimilar to the UK sub culture. Facebook is a great way of viewing the italian way..."Terraces" are probably the brand that springs to mind..

Is there a piece of clothing that you would never leave without?

Any of my many pairs of adidas trainers.

What is the band that you like the most, and your favourite song?

Massive Beatles fan but love all kinds of music from indie through to ska through to dance and House...favourite son? Well currently listening to a band called Little Barrie titled "We are little Barrie" and the Songs I cannot stop listening too is Stones throw and Please tell me....

Who was your all-time favourite player?

I was born in 1978 so wasnt priviledged to see George best play.. but maradona was a great player.....Uk based, Id have to say Kenny Dalgish was my favourite player.

SITO: <http://aguycalledminty.com/>

FACEBOOK: <http://www.facebook.com/Casual.kicks>

TO BUY T-SHIRT: <http://www.redbubble.com/people/mikiemint/portfolio>

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CASS PENNANT

Can you explain the relationship between Di Canio and the west ham fans? and your relationship with him?

It's a special one with the fans because West Ham was the club that bought him and showed faith in him to buy him at a time many in the game thought his Premier League career to be finished after being banned for a record number of games for his push on referee Alcock whilst playing for Sheffield Wednesday.

He scored some of his best ever goals in West Ham colours and was their player of the season. His passion and goals and sometimes manic theatrics all help cement a special relation with the West Ham fans, he has played for many clubs and has always won the support of the fans but with us I think he feels it like similar to his relations with home club Lazio, he understands fan passions.

My relationship with Paolo di Canio is that of a fan, a big fan I of him because he has pure skill of the highest level and also a good football brain to make his skills count. We have met personally and he is always respectful because he a rare player who appreciates the fan supporters.

Why many Italians love the west ham? and how do u feel about it?

I think this is because West Ham United is as much about the supporters as it is the team, the ground has great atmosphere too. It's a club with character and is very different mentality to the other big London clubs. West Ham is as much about the people as it is the team and Italians know all about the ICF and bands like the Cockney Rejects.

What were the problems with the registration of your movie?

My movie come out in UK cinema 2008 then a year later DVD was sold worldwide but with world recession affecting the movie industry it was difficult to make sales for film rights in various countries, films were sold too cheap or buyers for the distributors bought less films available on the market. This is why it was not a DVD available in Italy. But in the UK it has been a cult movie and with the internet I know many Italians have seen the film too. I very proud of how we made the film and owe a lot to film director Jon S Baird (Aberdeen fan) and producer Stefan Haller (WHU fan) as they gave me a lot of control in making the film as they wanted to get it real as they could. So I got in real firms like Stoke 'Naughty Forty' and Wolves 'Yam Yam army' and Middlesbrough 'Frontline' boys to play the firms and we had no support from Fila etc like other films so the casual clothing was originals the lads still had which they gave to the younger guys because they no longer fitted them or the lads spent weeks on Ebay buying up bits. The cast was best of younger British actors and all the new UK films today appear in and now I have them as friends because they said they were proud to be part of a real story. I in the film myself as a nightclub bouncer with my friend Frank Bruno, the former World champion boxer and a famous West Ham player Frank Macviennie also appeared in my film, every just said it was not about money but in supporting me. Now that is personal so enjoy my movie if yet to watch it.

Was it difficult to interview the lads for "terraces legends" book? Someone declined?

It was a challenge because many leaders were once former rivals or not happy to be in books before, so I see this as a respect that I achieved with them as I know a normal book writer could never get the interviews I achieved for the book. I co-wrote the book with Martin King who is a Chelsea rival as well as a good author of Chelsea books. I worked with him because of the fan rivalry I knew that some leaders would rather speak with Chelsea more than West Ham and vice-versa. Some wanted to do interviews but were stopped by their leaders, others did interviews that were later removed because of police arrests etc, so we lost Leeds, Brighton and Arsenal lads but everyone interviewed we did meet face-to-face, they were not email interviews.

What is your book that has sold more?

I have been author of 8 football fan books; both the books CASS (life story) and CONGRATULATIONS you have just meet the ICF are both equally the biggest sellers and still sell today.

What is your next project? a little preview...

My main project at moment is to make a definitive film documentary for the DVD market on the story of Casuals, a working-class football subculture that has left a lasting legacy whose impact is clearly apparent today. The film will reveal how a whole casual lifestyle emerged around fashion, music and football gangs and we will bring authenticity to this film by interviewing personalities who were at the heart of the story at the time.

What is the most dangerous away match that you've been to? describe it...

It would be too long to describe the away matches I have had to fight my way in and out from; the book I wrote on the ICF gives great details of such matches. I would say the old Den at Millwall in the 70's, no CCTV, no stewards, no normal supporters, very few police for the battle of the hardest to say who gov'nors of London are. The north of England was bad too and the long walk from train station to Liverpool's ground was a nightmare walk to keep together as a firm without splitting up. Years change, firms change, so we all have own experiences and I sure as a firm we would add Palermo too.

Have you ever followed the national team? Did you ever placed the England team before your club in your "scale of values"?

In the 70's the English supported their clubs more until Scotland fans wrecked Wembley in '77 and England fans said never again we must defend the national honor and not just the clubs. The heyday 80's of the casual saw West Ham go England as a firm on their own and this how it stayed because our rivals would join forces to get their revenge on West Ham. In the 80's and 90's firms like Leeds and Man Utd stopped going England because rivals would join forces against each other. England fans in recent years do not really come from the super firms but little clubs with small mobs.

What is your favorite English ground? And why?

Upton Park and not just because it my team but because it is different and has great fan history, the walk down Green Street, the pubs like Boleyn are famous to football fans etc. The World Cup winners Moore, Hurst and Peters I watched as a young boy at Upton Park which is really called the

Boleyn Ground but every West Ham fan says Upton Park, home of the song 'I'm forever blowing bubbles'.

What is the top firm now in England for you??

There is no top firm today because of the tough laws and policing but I would say Tottenham have a really big active firm but the old legend firms are still strong for one or two games per season, West Ham, Millwall, Birmingham, Man Utd, Cardiff, Leeds can still put heavy firms together.

Which are the italian supporters you like the most, and why?

Lazio without question because I have been to mainland Italy recently at invitation of Lazio ultras/tiffo and shown first-hand their supporters culture while before that I had only been to Sicily and Palermo fans I'd met with respect even after some real war with the ICF. Then working as a consultant behind the scenes on International Football Factories TV documentary made me interested in learning about fans of Napoli and Atlanta and even clubs like Bologna and Salernitana. I also had good experience meeting ultras of many clubs at the Mondiali Antirazzisti 2010 and enjoy meeting Italian hammers fans at Upton Park.

Is there a piece of clothing that you would never leave without?

I always would have a favorite jacket to wear to games which I would call my matchday clobber. In the 70's my Gabbici jumper and leather trenchcoat mac, like John Shaft wore in the movie. The 80's my MA1 jacket or the bright blue Burberry jacket no-one had in England as I found it in a shop in Spain. Today it's a hooded North Face lightweight raincoat or my Fila lightweight rain jacket with no hood.

What is the band that you like the most, and your favourite song?

My music choices are wide as I like Motown, 70's funk, classic rock anthems and Trojan records. These are the choices I loyal too most so I will leave you with the record on the Trojan record label I played a lot privately when they began to start making my film of my own life.
The Harder They Come – Jimmy Cliff

Sito: <http://www.casspennant.com/index.shtml>

Facebook: <http://www.facebook.com/pages/Cass-Pennant/25035702868>

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CARTERS CASUAL

When did you started to draw casuals, and when producing t –shirts?

I have always drawn since i was a child and have always liked caricatures, i started drawing and designing casual art around a year ago when my liking of casual clothing and culture grew stronger, i wanted to pursue this genre in my t shirt designs.

A part from casuals, which are your main inspirations ? I see you choosed a gas mask for one of your shirts: is it the “Dead Man Shoes” one?

Yes the gask mask is from shane meadows film dead mans shoes, i take inspiration from my designs from films, such as the football factory, the business, this is england etc. My main inspiration for my designs is male culture, football and fashion.

What it’s the creation you’re most attached to?

My favourite design is probably the gas mask casual, or casuals against the wall, they both look great on a t shirt

Do you draw everything freehand? Or do you assist yourself with some computer program?

I start all of my designs with freehand sketch on A4 paper, i then scan the rough design into a scanner, then move onto the detail sections by using programs such as photoshop, gimp and photostudio, i use which will work best for the finished piece.

Is there a city that you get more orders in particular?

Most of my orders come from within the UK especially the London area, i have noticed a growing interest from Italy and Spain also.

What is your football team?

I follow Newcastle Utd, it is not the greatest football club in the world, but i love my citys passion, and loyal support

What is your favorite English ground? And why?

My favourite ground is St James Park as i love the atmosphere and its location within the city, i also like the Emirates as i think it is a wonderfull Structure

What is the most dangerous away match that you’ve been to?

Probably Sunderland vs Newcastle at the Stadium of Light, passions are High as it is a local derby

Have you ever followed the national team? Did you ever placed the England team before your club in your “scale of values”

I follow England but only via News reports and the media and television, my club comes before my country and always will do

Which are the italian supporters you like the most, and why?

I do not get to see many Italian matches here in the UK however i rate Inter Milan as a great attacking entertaining football team, every match i get to see their fans sound very loud and energetic

What’s the best book about casual culture for you?

Top Boys, The Real Football Factories and A Casual Look

Is there a piece of clothing that you would never leave without?

My CP Company Sunglasses Watchviewer jacket, or one of my Stone Island Jackets

What is the band that you like the most, and your favourite song?

I love Oasis, especially the track Supersonic, and i love Ian Brown and the Stone Roses, favourite tracks being Waterfall and I wanna be adored, great bands great songs

<http://www.redbubble.com/people/carterscasuals/shop/t-shirts>

FACEBOOK: <http://www.facebook.com/profile.php?id=100001386859246>

FOR MORE PICS STYLE WARS ISSUE 6



COUNTY LADS

When was the first time you start thinking about countylads project?why?

It started about 2000 when there was a big boom of lads/hooligans turning out a lot, most of them had a website too, but we didn't, so we set one up which at first was mainly a 'hooligan' inspired one, but started to grow, and became the best casual site on the net!

I've had millions of hits now, and regularly get feedback from across the world, unfortunately my team faltered and went from the Championship to League Two, so I concentrated a lot more on the scene in general and not just my club.

I've had people from Denmark, Sweden, Italy and South America claiming Stockport as their second team, so I must have been doing something right.

What do you think about "italian casual scene"?

The British casual scene owes a lot to Italy, regarding Massimo Osti who's held in such high regard to a lot of people, and Stone Island and CP Company have been staple terrace labels for 20 odd years. I think Italians are pretty different to us in general though, especially in the way we dress. It still seems very lively in Italy, whereas over here the authorities treat football disorder like it's a really big deal, people have been jailed for very minor things in the UK, it's really 'on top' as they say.

What's your favourite football club in Italy?

I don't really have one to be honest, and wouldn't like to say anyone for the sake of it, so I'll remain impartial.

I admire the ultras and the huge displays they can put on for big games, massive flags, banners and flares, we just cannot do that over here.

I did manage to blag a free pass for the European Cup Final at Old Trafford a few years ago AC Milan v Juventus, and the atmosphere was superb.

Snakebite or Guinness?

I'd say Guinness, but I'm a Boddingtons man

Fish n' chips or kebab?

just chips really or Pizza , I'm a veggie(vegetariano)!

One thing in your wardrobe you could never part with?

Well, I've just sold one of my Mille's - that was one I never thought I'd sell, I'd say my vintage Berghaus 'Lightning' jacket or my Left Hand jacket.

What's your favourite Italian label?Why?

I'd could say Stone Island, people say it's been hammered over here, and it has, there's certain times I just could not wear it, as it draws too much attention.
But it's an iconic label, still going strong despite the clones, snides and divs who wear it because of the name and not the look.

I also like Bailo which is an Italian hunting label and it's pretty obscure over here, I've got a nice big winter coat by them and it does exactly what it says on the tin, nice and functional which is what you want in this weather up here.

Whats your favourite english stadium?Why?

being a lower division fan I don't get to visit many of the bigger ones, I'm looking forward to visiting the new Wembley (hopefully) with Stockport in the Play Offs, although we lost our last four visits. I like Huddersfield Town's ground it's one of the newish stadiums that has a bit of character, most of the new grounds are crap, flat-pack stadiums with no atmosphere. Another sign of the times.

Your city is very closed to manchester.Has Manchester style influenced your attitude or have you got an exclusive one?

I suppose it has in a way, it's hard not to beg, steal and borrow when your own town is in the shadow of a big City, we've always made the short trip there for the shops really, Oi Polloi is a great shop - it keeps a fresh attitude unlike all the others, stocking new and unheard of labels, it's the closest thing to the original casual ethos as you can get really.

I think the way I dress is a very northern look too, I've always liked a practical/functional jacket, Goretex, cagoules, outdoor brands, mixed with shirts, crewneck jumpers and cords and again practical shoes or trainers, I like to dress in my own way,
years ago I wanted to be decked out in the likes of CP and S.I. and look 'the part' now I'm quite happy if people don't know if I'm a 'lad' or not, that's what it's all about for me.

Saturday best?

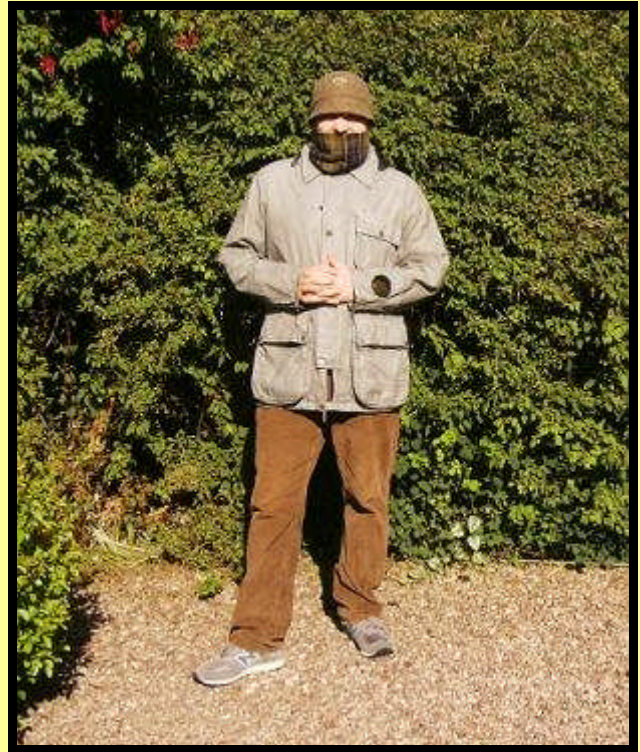
All depends on the occasion, if it's a big day it wouldn't be silly to buy something new for it, it's quite important for me to dress up at the football, some people probably think that's mad, but it's

as it stands...

Vintage Berghaus lightning in green
Barbour tartan shirt button down collar
Stone Island lambswool crewneck
Brown One True Saxon cords
Mephisto goretex shoes
Barbour 'ancient tartan' scarf
OTS tweed bucket hat

<http://www.countylads.com>

FOR MORE PICS STYLE WARS ISSUE 0



PEACEFUL HOOLIGAN

Where and when was born Peaceful Hooligan?

Peaceful Hooligan was born in 2003, we got our hands on some military surplus jackets, which had really cool peaked hoods and the placket was high over the face. When the hood was up it was the perfect 'hooligan' piece. With the military influence and what was going on in the middle east at the time, the name Peaceful Hooligan stuck from there.

How much time passed between the simple idea of creating a self made brand and the making of your first product?

Not a lot of time to be honest, we reworked the military jacket pretty quickly and a few stores in the UK ordered them straight away. Size? Was our first really big order.

Can you explain the meaning of the name and logo?

Peaceful Hooligan means different things to different people. We grew up on the terraces so it will always have football associated with it for us but whether you go to the match or you're a bit of a rogue at the weekend. There's a Peaceful Hooligan inside everyone, the part of you that doesn't listen to what authority tells you to do, the part of you that means you 'make your own rules'.

Which were the difficulties that you had at the beginning, and which are the current ones?

When we relaunched the website the biggest difficulty we had was spreading the word that we were back after a break of 3 years. But word of mouth and the power of the internet has meant that lads who were into it before have started buying kit off us again, plus a load of new people. Which is great. The major thing for us now is to keep the site interesting all the time. But it's not hard work, we are really into what we do so it's good fun designing new product and getting it out there. The great thing about the website is that we are selling directly to our customers so we get feedback straight away from the most important people, the lads wearing the kit.

How responded the British and the European lads to your brand?

The response from the lads in the UK was always pretty good, so we were pleased when it was still positive when we re-launched www.peacefulhooligan.co.uk earlier this year. But the interest from Europe was something we weren't expecting so quickly to be honest. We are getting orders from all over, Russian, Sweden, Germany but I'd say the Italian lads seem to be most into PH at the moment. The scene is really strong in Italy though, so hopefully we can keep making kit that the Italian lads are into.

After reading your proposal for Christmas I was curious about one thing: what would you give as a present from Peaceful Hooligan?

It would have to be one of the original military jackets that got the whole thing started!

What is your football team?

Stoke City F.C

What is your favourite English ground? And why?

It would have to be the Britannia, the atmosphere is electric every game and there's still character there. Which is something that is dying out quickly in the Premiership unfortunately.

What is the most dangerous away match that you've been to?

Leeds Utd away always use to be an enjoyable experience, but to be honest most of the awaydays during the late 80s/early 90s proved daunting.

Have you ever followed the national team? Did you ever placed the England team before your club in your "scale of values"?

Yeah, we follow England as much as possible. Germany World Cup was a laugh, with Amsterdam only a couple of hours away but the best tournament we went to was Portugal 2004. We took a huge Peaceful Hooligan flag over with us, which was a bit of a struggle to get into the ground. It took a lot of explaining that it wasn't advertising a firm over there but we managed to get it into all the games in the end.

During the World Cup or Euros everyone tends to get behind the national side but once it's over everyone is straight back to concentrating on the club game. Maybe the English would get behind the national side more if they performed how they should!

What do you think about the Italian Casual scene?

The Italian scene seems really strong, with independent labels like Terraces and The Coolness Society doing some really cool stuff at the moment. They seem to be mixing a lot of vintage British youth culture with a European spirit that's different to anything in the UK. I think the great thing about the internet is that within a few click you can be looking at anything in the world and seeing what different people are into. It also means that smaller brands like ourselves, and (I guess) Terraces etc can spread their word around the world without having to spend millions on advertising campaigns and marketing.

Is there a piece of clothing that you would never leave without?

If there was one jacket I'd want to keep forever it would have to be the 6876 Capandula. The shape has been around for years but the fabrics and trim variations mean that every season it's different and usually ends up in my wardrobe. I think I'm up to 6 of them at the moment.

What is the band that you like the most, and your favourite song?

Music is always a hot topic in our office because there are so many different genres and bands we are into. If there had to be one in particular it would probably have to be The Clash. The Sex Pistols were the first Punk band but for me The Clash manage to embody the spirit of punk perfectly.

Facebook: <http://www.facebook.com/pages/Peaceful-Hooligan/90336888035>

Sito: <http://www.peacefulhooligan.co.uk>

Blog: <http://wearepeacefulhooligans.blogspot.com/>

FOR MORE PICS STYLE WARS ISSUE 5



PROPER MAGAZINE

(classic stupid question)When was the first time you start thinking about Proper mag ?why?

I've been doing a fanzine for the club I follow (Stockport County) for a couple of years now so using the experience I'd picked up doing that it was a natural progression to put something together related to my other passions.

I'd always bought many of the glossy mens magazines in the UK. FHM and stuff. But I found as I got older the articles in them became less and less interesting to me. The terminology used and the fashion pages in particular gradually became alien to me. I'm not saying Propermag is the antidote to that but I think there are plenty of people like me who want to read something light hearted with a certain type of content. Football, clothes, trainers, a bit of random stuff and maybe some music.

Which results did you achieve?

In terms of sales, from issue 1 to issue 4 we've probably sold approaching 1000 copies in total. We've tried to improve the quality and content as we've put each new issue together but it's hard to be original. Initially we only planned for 3 issues so for issue 4 to be the most popular in terms of sales is quite rewarding. It's also nice to see so many non-UK people buying the mag.

What's your favourite new label?

Bailo seems to be 'flavour of the month' right now and for good reason. The exclusivity factor is high (for now) and in terms of quality and fitness for purpose it's spot on.

What's your favourite football club in Italy?

I don't really have a favourite. I did an interview with a Swedish blog a few months ago and they asked if I had a favourite Swedish team. The truth is we have around 100 professional clubs in England so that's more than enough for most football fans to cope with. We English tend to be more inward-looking in general too. Having said that I'm probably more clued up on Italian football than I am on Scottish and would love to take in a few games over there when I have the time and money.

North or South ?

An easy one. North. Both have their merits.

Beer or Wine?

Both give me heartburn these days so I'll say Guinness.

What do you think about "italian casual scene"?

I'm not really sure what that means. I think most English lads tend to immediately think of flares and banners when they think of Italian football culture. There seems to be a lot less control from the

police and authorities over there. Clothing wise the UK scene owes a lot to Italian brands and designers. It's strange though because when you see lads from mainland Europe they all seem more interested in British brands that many of us wouldn't touch!

One thing in your wardrobe you could never part with?

Everything has a price but having spent the last year trying to justify it's expensive purchase my Berghaus Clerk and Teller Craic jacket has to be the one thing I put above everything else. Technically it's excellent, it's limited to 250 apparently and it's also pretty distinctive. Trainer-wise there are a few recent additions which are better than the stuff I had before, most notably my adidas Brussels.

Songs playlist.

This could change easily if you asked me in one hour but he's a pretty eclectic mix chosen not entirely at random but all with good and bad reasons.....

1. Joy Division - She's Lost Control
2. Arcade Fire - No cars go
3. A Certain Ratio - Shack Up
4. David Bowie - Drive in Saturday
5. The Courteeners - Cavorting
6. Shack - High Rise Low Life
7. Frankie Valli - The Night
8. New Order - Bizarre Love Triangle
9. 10cc - Good Morning Judge
10. Happy Mondays - c*ntry Disco

Saturday best?

Like the previous question this could easily change if you asked again in 5 minutes. Last Saturday I wore my adidas Brussels, Levis dark 501s, Vintage Boneville Cagoul, Oi Polloi crew neck and a t-shirt underneath which I think was by casualco.

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FOR MORE PICS STYLE WARS NUMBER 4



THE CASUAL CONNOISSEURS

When was the first time you start thinking about "The Casual Connoisseur" project? why?

Well we like to think we have always been creative, we started off with the countylads.com site. A terrace casuals site. It gained a worldwide following and became very busy at one point. We realised there was an interest in what we do. The Casual Connoisseur was more my brother at first. He started it off as something to go alongside it. Something where we could offer a product and it also grew very quickly in the six years since it started. We didn't want to just be an online shop though, we wanted to offer something else. An 'experience' if you will, something more to look at and a look at what we like and do, the music, film and various style pages. The forum as a community. We wanted it to look different and creative, people can come on, not just to buy something, but have a good browse and hopefully enjoy the site. When we started there was a gap in the market for this and since then many have imitated us. My brother had done several jobs, he'd finished a long term job and the two after that weren't for him and he was at a place where he was fed up and wanted to do his own thing. Which in the beginning was very tough as the whole thing was built up from and with nothing. No investment or anything like that as we didn't have it. Over time and with three of us involved it became a full time business for him. It can be stressful and frustrating at times but on the whole it's a joy and beats working for 'the man' in a job you don't really care for.

Which were the difficulties that you had at the beginning, and which are the current ones?

In the beginning as mentioned above we were starting out with nothing, my brother was still working when he first started but after a year or so of hard work was able to concentrate on this. The brand was always self sufficient, self funding so initially it required some hard work to get it going. Currently we're in a good place, but the hard part now is the brand progression, we have a million ideas of what we want, sometimes getting some ideas realised is harder than you first envisage and can be frustrating. The t-shirts we have cornered and they are great success, headwear we've got covered too pretty much, our winter bobble hats we've made our own and gained a cult following. Our Beat a Storm cagoules were a huge success too. What we are doing now is progression into more clothing options, shirts and at the design stage of hopefully getting a winter parka produced. Also like with the t-shirts - Collaborations is something we want to continue with. The tee collabs have been great. We want to do the same with other brands and that is something we're looking into. We are a small operation so we take our time. Our ethos remains though, to offer something different and at an affordable price.

Like you say in your 'inspirations' section "a picture tells a thousand words". David Bowie, the 80's casuals, Shane Meadows' movies and vintage Adidas collections ... it's easy for us to understand why those pics are there. But what about the Sopranos, "One Flew Over the Cuckoo's Nest", Vincent Gallo? ... In which way these things inspired you?

Well, I think we're a little different from the norm, we're kind of out there, I think film, music and poluar culture plays a huge part in our make up. I love classic films, especially from the US, UK and European films and the 70's - which to me was a golden era. I'm still discovering films from years ago now, and one or two never fail to blow me away, I think you can't NOT be inspired by cinema from that period. The classic style, classic looks, atmosphere, dialogue and sountracks. Lots of people have heroes in sport and music, I look up to a lot of actors. The obvious ones would be McQueen, Newman and Pacino. But I prefer the more rebellious ones Jack Nicholson, De Niro, Dennis Hopper and some out there, alternative ones like Bill Murray and Vincent Gallo. All are cool as fuck to us, hugely iconic and inspirational, nothing really relates to casual culture, but that rebellious streak is there in most of them. Film is a huge passion of ours and it shows. We make no apologies for that either.

How responded the British and the European lads to your brand?

We have a fantastic response worldwide, we have a loyal bunch who get what we do over here in England, and we sell to Spain, Germany, Italy, Russia, and Scandinavia every week, as far as North and South America, Australia, the Far East and even places like Columbia and Peru. It's really good to be honest, it's what makes it all worthwhile, it's what makes us tick.

A common opinion says that you're the best in spreading and developing the casual culture: how does it feel to know that?

It's an honour really, but I'd also add that we have ever so slightly shifted from an obvious 'casual' angle over the last few years, as have many others around us. Lot's of us true and into the casual culture scene have moved on somewhat and lot's of newcomers and people who aren't/weren't into it have spoilt it and taken it into the mainstream here. I guess that's called progression, it's where we came from and always plays a part, but perhaps we are a grown up version of where we started six years ago, or at least it's where we are heading.

What is your football team?

I'm a Stockport County fan, I say that with a twinge of embarrassment these days, unfortunately! I'll always support my team, my home town team, unlike so many who support Manchester United (6 miles away) and Manchester City (7 miles away) our town is blighted by 'armchair' football fans, geography was never kind to us! We have arguably the most famous club in world football and now the richest club right on our doorstep. We are currently the worst team in the football league, I've been a regular fan for over twenty years, seen many great days, three promotions, five Wembley visits, many cup upsets and highlights, we marginally missed out on the Play Offs for the Premiership in 1998. I've also seen us relegated several times and over the last few years. There's been plenty of low points, administration, near liquidation, shafted by our rugby union landlords (Sale Sharks) who stole our ground. To top it all off now we're heading out of the football league for the first time in our 128 year history. We're one of the early members too spending 106 years in the league since it formed. I'm fucking fed up, as you can imagine. I hope we will be back one day.

What is your favorite English ground? And why?

Tough question, I've visited a lot of grounds but mainly lower division ones. From the Championship to League Two and the Blue Square Premier, a lot of the modern day stadiums are crap, they're like something made from lego. I'd always prefer the older stadiums with crumbling

terraces and toilets where you just piss on a wall, sadly they are being replaced at an alarming rate. One of the better modern stadiums I've been to several times is Huddersfield Town's, when it was

built it won awards, it's like a spaceship in an old mill town, built into a valley but it works.

Everton's is a good old ground with a great atmosphere too, not many left in the Premiership now, as are Hillsborough and Elland Road. Newcastle's is a big ground in a great location. I like Craven Cottage home of Fulham too, a real ground with character, we haven't played there since the mid/late 90's. Arsenal's new ground is a good example of a nice ground done well, but I'd imagine Highbury would have been great. I saw Juventus play AC Milan at Old Trafford in the European Cup Final, it was a boring match but I got in for free which was good, great atmosphere.

Worst would have to be Brighton, but they're moving to a new one soon, which looks like they've done a great job. Also any of the crap out of town flat-pack grounds like Shrewsbury Town and Darlington, horrible! Blackpool would be another too, shit ground in a shithole and not just because I was beaten up there either!

What is the most dangerous away match that you've been to?

Stoke City's Victoria Ground (now defunct) in 1996-7, we knocked them out of the FA Cup in the fourth round. This was a very foggy night. We scored early then got hammered for 85 minutes as Stoke tried to snatch an equaliser. Only somehow for us to then score a second and confirm the win very late on! At that time we had a real rivalry with them in the early 90s. We are a world apart now, but it was a nervy walk back to the station as a young pup of seventeen and a real eye opener. There was a police escort, but every time it broke up due to a bus stop or parked cars they came over and dived into us throwing kicks and punches. Walking back with the sole aim of not getting thumped in the back of the head seemed like a job done. However, the local police told us (with grins on their faces) that all trains back had been cancelled, cue everyone jumping in taxis and trying to hitch a lift, right as Stoke's mob were growling from across the road, I only had about two quid on me and jumped in a taxi with my brother and two strange fellow supporters to Crewe railway station, it was about fourteen pounds and I didn't let on I didn't have enough cash as I just wanted to get out of there! I always remember Fleetwood Mac's 'Everywhere' and KC and the Sunshine Band's 'Give it Up' were on the radio in the taxi, the latter was adapted as a terrace chant about 'going up' which brought a smile.

Manchester City's old Maine Road was a hairy experience, especially in the dark having just beaten them! One that stuck out to me was Luton, not a nice place, in fact a horrible shithole, going there with a very small group in the dark walking through subways where they were aiming to pick us off, probably the only time I was glad of Greater Manchester Police's presence. A lot of the time we travelled in large numbers and never really had much to worry about.

Have you ever followed the national team? Did you ever place the England team before your club in your "scale of values"?

I was always a club before Country type of fan, and I still am. The national team always let you down, the last World Cup was a joke, a bunch of overpaid, overhyped arrogant twats like Rooney and Gerrard mean nothing to me, it's a million miles away from the real football I grew up with. I've not been that involved on the international scene, but it's always been well supported with lads from our place, going back to the late 70's we always had a presence at England away. When the new Wembley was being built and they played at Old Trafford I went to the games there, against Wales and Northern Ireland - which we (Stockport) had about two hundred out for, and the local police told us we had the best numbers out that day, no joke. There was a brief clash with Man United on the border of Salford as we unintentionally ended up in a pub across the road from a pub full of them. It was interesting, edgy.

Is there a piece of clothing that you would never leave without?

Whilst there's plenty of what would be regarded as the 'classics' - the plain white tee, the grey sweatshirt, selvedge denims, the chambray shirt, or checked button down. I'd say overall, over the years, the one constant has got to be Clarks shoes, (even above trainers for me personally) they've been on my feet for twenty years, preferably suede on a crepe sole, and maybe a Barbour wax jacket or a waterproof, functional hooded jacket is a given in the rainy north of England. Some nice colourful socks too for me, Burlingtons.

Guarda, ci sono un molte cose che potrei elencarti tra felpe o tshirt o camicie; diciamo che, dopo tutti questi anni, ti posso dire che le Clarks sono per me uniche (anche sopra le trainers), le indosso da venti anni e più! Potrei aggiungere un impermeabile o una cerata Barbour molto funzionali nella piovosa Inghilterra settentrionale. Ah, anche calzini Burlington!!!

What's your favourite new label?

None are strictly new, but Engineered Garments from New York is a personal favourite, WWM too, Heritage Research is cool, really nice guys behind it. see also Garbstore, Norse Projects is a good one too. 'Vintage' could be deemed my overall favourite though.

Non necessariamente "nuova" ma Engineered Garments from New York è ra le mie favorite così come WWM o Heritage Research; mi piace anche Garbstore o Norse Projects... diciamo che il vintage è quello che preferisco.

What is the band that you like the most, and your favourite song?

Well, it's a question I find hard to answer, it would change the next time you asked me, at this moment in time I'm on the PC with Spotify on, I've got The Fall, The Stones, The The , Frank Zappa and a real mixed bag on, Northern Soul, blues, psychedelic stuff, guitar music! i really don't have a specific favourite band or song. All about the mood.

Saturday's Best?

This Saturday I'll be going out for ale a little smarter in an Albam Foreman jacket, a 6876 pinstripe (prison shirt) some dark denim probably Garbstore or Edwin and some Clarks Desert Khan. Today I've been photographing and wearing 6876's Capandula jacket, definitely a favourite of my brother's and I.

Sito internet: <http://www.casualco.com>

Facebook: http://www.facebook.com/weareconnoisseur?v=box_3

FOR MORE PICS STYLE WARS ISSUE 10



THE NORTHERN BOYS CLUB

Where and when was born "the northern boys club"?

Started in September 2008 in Manchester. I was working for LIFE at the time, which is part of the Flannels Group, selling Stone Island, CP Company, Prada Sport, Armani Jeans, One True Saxon etc. This was a large influence in wanting to start something myself.

Can you explain the meaning of the name ?

'The Northern Boys Club' and what it stands for is a way a of living and, to the people who know, a lot more than just clothing. We try to encapsulate the three essential pillars of male life - football, music and good clothes.

Which were the difficulties that you had at the beginning, and which are the current ones?

There were obviously financial issues and a personal learning curve to go through but the main difficulty I encountered when starting out was getting retailers to take brand seriously. It's hard for any new brand to get into good shops and I was only interested in having The Northern Boys Club in good independent stockists, sat with the right brands around it and that has always been important.

which are your main inspirations?

The key elements that influence how we do things in everything that we produce range from Sir Winston Churchill quotes to rainy football away games. We try and do things properly and go about our business like modern gentlemen - there are certain values that are lost in today's society and whilst we're not trying to change the world, we think people appreciate it. Lots of things influence the designs for the t-shirts and now the jackets, shirts etc in the 'Blue' range. Particular cultures such as the '60s Mod Scene' and '80s/90s Terrace Culture' have a massive part in them. Certain people influence elements of the designs too. Steven P Morrissey, Brian Clough, Shaun W. Ryder.

what do u speak in your fanzine?

I love old football fanzines and how they were put together. The fanzine is our little nod to the whole romance behind the history of the football fanzine. We talk about football, music and men's fashion. There's some exciting changes coming for the fanzine though so watch this space on that.

do u sell only on internet or also in shops? which ones?

When I started the out I didn't have a website and only dealt with shops. After about three months I launched the website and know whilst selling online we currently have about twenty shops around the North of England such as Ran - Manchester, Hip - Leeds, Weavers Door - Liverpool, Union - Newcastle. Our stockist list is growing all the time and we've had interest from several countries outside the UK including Holland, Norway, Italy and Australia so we may expand there soon.

How responded the British and the European lads to your brand?

In the early days of the brand it was mainly the football lads who were getting on it and wearing the t-shirts to the match. But due to the nature of the designs, we now appeal to a broad spectrum of blokes. Word of mouth has been our biggest friend since we started and it's funny how we noticed certain areas finding out about the brand once it was on a few lads at certain football grounds.

What is your football team?

I was born in Oldham and am a proud Oldham Athletic fan. It's not much fun sometimes though...

What is the most dangerous away match that you've been to?

I remember going to Wrexham away when I was about fourteen on the coach and seeing some pretty serious stuff in the car park after the game. That felt pretty dangerous at the time anyway, I'd not even been to many away games at that point though.

Have you ever followed the national team? Did you ever placed the England team before your club in your "scale of values"?

I've been to quite a few England home games but haven't actually ever been away with them. I love watching England though and don't understand people who say they "Don't support their national team". Being an Oldham fan, there is an excellent chance I might never get to see us win anything major, so I can't really answer the question, 'Would I rather see my team win the league or England win the World Cup?' etc, so whilst I wouldn't say I favour either, I'm desperate for Oldham to have some success.

Is there a piece of clothing that you would never leave without?

I'm a big jacket person. I'd take jackets over trainers anyday. I've managed to get a good collection together too over the past few years - working for Flannels helped with their staff discount! I've actually been wearing one of our jackets none stop for the last few months though - the Columbia jacket in navy.

What is the band that you like the most, and your favourite song?

Like most people, my favourite band changes regularly, today though, it's The Smiths - Hand In Glove. There's a new band from Liverpool though that I've been listening to loads lately, they're called 'The Loud', they sound like Black Rebel Motorcycle Club crossed with T-Rex crossed with David Bowie, mega!

How do u choose the books and cd music to sell in your site?

The books and music section is a new thing that we'll grow over the coming months. The choices however in the book section are a selection of some my favourite books (although I don't read as much as I probably should) and I'm going through a phase of listening to 50s, 60s Soul and R&B and I managed to pick up some bootlegs for the site.

what do u think about roman fans banner "the northern boys club"?

The Roma fans creating the banner has easily been my proudest moment since starting The Northern Boys Club. I nearly dropped my laptop when I received an email with it attached! It happened after the brand had only been going for a few months too which was a fantastic surprise. Forza Italia!

FACEBOOK: <http://www.facebook.com/pages/The-Northern-Boys-Club/141082222592511>

SITO: <http://www.thenorthernboysclub.com>

FOR MORE PICS STYLE WARS ISSUE 13



TERRACE ORIGINALS

When was the first time you start thinking about "terrace originals" project? Why?

We started the business in a local boozer one day, we wanted to do something different to what was already available and make it more personal to the lads. We wanted to make it more exclusive so we decided to just make 50 of each design so not every tom dick and harry was wearing them. Also we choose a printing method that no other company was using at that time and only a handful use now.

Which were the difficulties that you had at the beginning, and which are the current ones?

We really had no difficulties starting the business, all the lads had grown up involved in the casual movement and the rave scene or was around lads involved in it, between us we had a graphic designer a website deigner and a delboy who already had a business selling clothing. So it all came together fast and really well.

Which period about terraces do u prefer and why? ('70, '80, rave period, '90 etc)

We all prefer the late 80s early 90s I think the fashion and music at the time was bang on, everyones got a period in their lives they look back on with a smaile on their face, this was ours

How do u choose the firms to put on your t-shirt?

When we first started we chose local firms whos lads we knew from then it just spread and we kept getting asked to do tops for other firms around the uk

How responded the British and the European lads to your brand?

We been going since November now and the british lads have really got behind our brand, weve had a load of orders and messages from lads all over Europe and our next move is to take the brand to germany, italy, Russia, scandanavia, Holland etc

What is the most dangerous away match that you've been to?

Russia away, about 5 of us got surrounded by 30-40 russian lads, took a few kicks from there younger lads but some of there older lads toom hold of them and let us on our way. Got a lot of respect for them and they showed some old school values they English fans don't get everywhere.

Have you ever followed the national team? Did you ever placed the England team before your club in your "scale of values"?

For smaller firms from lower leagues national games have always been the place to be, specially away. Id always put my national team above my club if it came down to someone putting a gun to my head.

Is there a piece of clothing that you would never leave without?

A clean pair of adidas trainers

What's your favourite Italian label?Why?

I know its had its day now but id have to say stone island, loved it in the early 90s, still got loads in my wardrobe that I never wear anymore. The jackets and jumpers at the time was spot on, ill always have a soft spot for it

What is the band that you like the most, and your favourite song?

Stone roses - Sally Cinnamon , great band from the madchester baggy scene of the late 80s early 90s.

Saturday's best?

Changes all the time and im a believer in wearing what you want not what everyone else is wearing, if that happens to be an obscure brand you just found or a well known brand, go with what looks good

FACEBOOK: <http://www.facebook.com/profile.php?id=100001069876267>

SITO: <http://www.terraceoriginals.com/>

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