

(Mobile book) Buffalo: The Life and Style of Ray Petri

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Jamie Morgan, Mitzi Lorenz
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Jamie Morgan, Mitzi Lorenz : Buffalo: The Life and Style of Ray Petri before purchasing it in order to gage whether or not it would be worth my time, and all praised Buffalo: The Life and Style of Ray Petri:

3 of 3 people found the following review helpful. Oh Yeah, The 80'sBy K. NewnumI remember when I was much younger that I use to love to look at pop culture mags from London. There was a certain look that I was drawn to and little did I know that Ray Petri was responsible for this. The book is a nice show case of his art and the editorial very interesting. It also is a reminder of how we have lost so many of our artists and others to Aids. Books like these are nice celebrations of their lives not their deaths. It's a great coffee table read.3 of 4 people found the following review helpful. Tight!By NiftyBuffalo style was an influence that's finally now getting play in tons of fashion mags. Amazing photos and heartfelt descriptions of the man behind the look. If you're into fashion, it's important to keep this tome around as a reference.2 of 23 people found the following review helpful. Only if you're into itBy A CustomerIf you get all soft and runny at the mere sound of the words "fashion" or "style," and these things have the significance of

religious cultism in your life - then this is for you! Otherwise, yawn...yeah, sure...zzzz.Incredible fuss and furor over nada, but if it fills the void, it's better than heroin.

Buffalo quietly defined the look of 80s youth culture, especially in the UK, and this legacy of an uncompromisingly urban style has since inspired legions of designers, stylists, and photographers who were part of the gang, but who absorbed and understood the images and references and made them their own in cities the world over. From the simple combo of the ubiquitous MA-1 flight jacket and an old pair of Levi's (Ray's own uniform), to the rarified clothing produced by cutting-edge designers, Petri's legacy of style and the Buffalo stance is still alive and making its presence felt on the biggest catwalk of them all: the street. Many people have defined the 80s as the decade in which style triumphed over substance, but Petri's work under the Buffalo "label" was, in many ways, the antithesis of what was dubbed the "matte-black designer decade." Like the magazines *The Face*, *i-D*, and *Arena*, which showcased Petri's work, Buffalo was far more logically a product of the DIY post-punk aesthetic than it was an embodiment of the self-consciously slick 80s image-making. Buffalo was, first and foremost, about a certain kind of hip, urban attitude one not for sale in stores, but yours to create.

About the Author Buffalo has been curated by Jamie Morgan and Mitzi Lorenz, two founding members of Buffalo who knew Ray Petri intimately. Design is by Phil Bicker, Art Director of *Vogue Homme International*, with artist Barry Kamen, another well known Buffalo alumnus. Included are text contributions by leading European fashion mag names Paul Rambali, former editor of *The Face*; Dylan Jones, *GQ*; and Nick Logan, originator of *The Face*, and the man who, perhaps more than any other, helped deliver Petri's uniquely uncompromising message to a hungry, style-starved world.