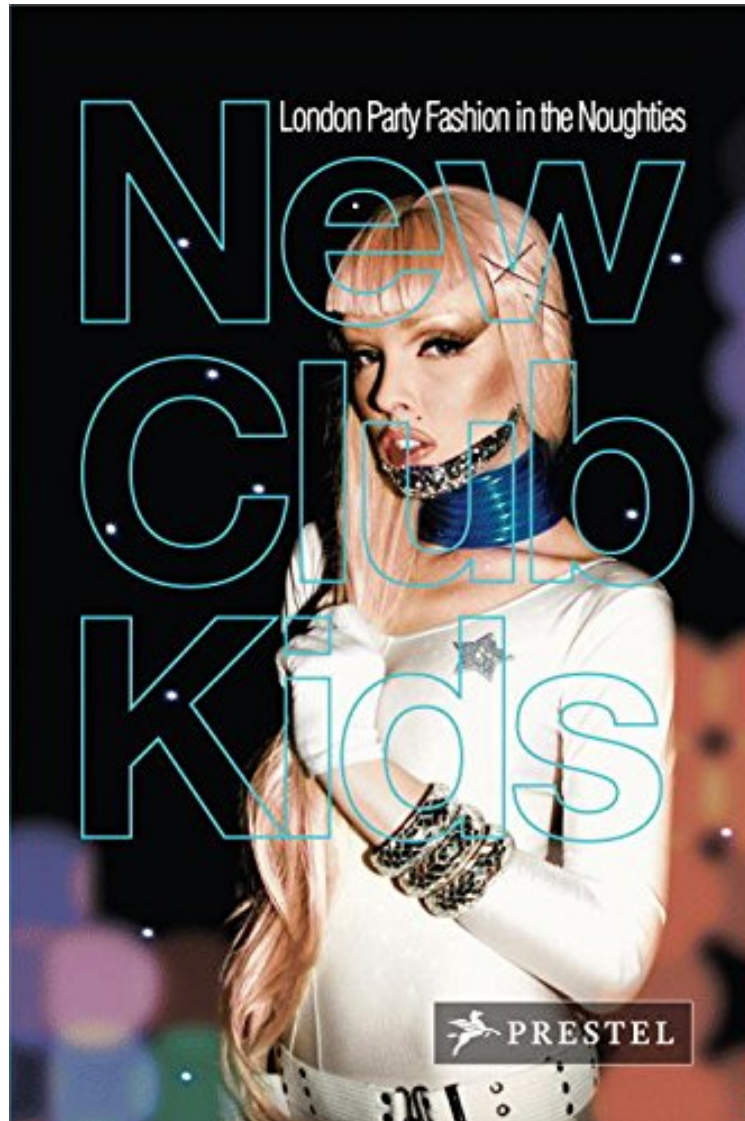


## New Club Kids: London Party Fashion in the Noughties

Oggy Yordanov

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**Oggy Yordanov : New Club Kids: London Party Fashion in the Noughties** before purchasing it in order to gauge whether or not it would be worth my time, and all praised New Club Kids: London Party Fashion in the Noughties:

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This book's vibrant photographs reveal the outrageous fashion of London's pulsating club scene in the 21st century. The Noughties saw the rise of a new generation of Club Kids following in the footsteps of their predecessors - the original Club Kids of New York City, who, in turn, had followed London's Blitz generation. In the early 1980s, the

Blitz Club in London's Covent Garden became the focal point for an alternative club scene-frequented by Adam Ant, Boy George, Siouxsie Sioux and Steve Strange-which spawned even more radical clubs such as Leigh Bowery's infamous Taboo club in London's Leicester Square. Bowery famously enjoined, 'Dress as though your life depends on it or don't bother', a mantra the new Club Kids have adopted as their own. They dress outrageously, with a penchant for kitsch and anti-fashion. Often with a mixture of their own self-made outfits and carefully selected labels (predominantly Vivienne Westwood), oversized accessories, excessive amounts of make-up and frequently highly androgynous looks, these flamboyant clubbers have created a vibrant New Club Kids' scene in London's bohemian nightlife underground. Fabulous or trashy, beautiful or scary, glamorous or freaky - meet the New Club Kids in these incredible photographs.

From the Inside FlapThis book's vibrant photographs reveal the outrageous fashion of London's pulsating club scene in the 21st century. The Noughties saw the rise of a new generation of Club Kids following in the footsteps of their predecessors - the original Club Kids of New York City, who, in turn, had followed London's Blitz generation. In the early 1980s, the Blitz Club in London's Covent Garden became the focal point for an alternative club scene-frequented by Adam Ant, Boy George, Siouxsie Sioux and Steve Strange-which spawned even more radical clubs such as Leigh Bowery's infamous Taboo club in London's Leicester Square. Bowery famously enjoined, 'Dress as though your life depends on it or don't bother', a mantra the new Club Kids have adopted as their own. They dress outrageously, with a penchant for kitsch and anti-fashion. About the AuthorOggy Yordanov is a Bulgarian-born photographer who has lived in London's Soho district since 2001. As a party kid himself he was inspired by the exuberance and avant-garde fashion of the London club underground.