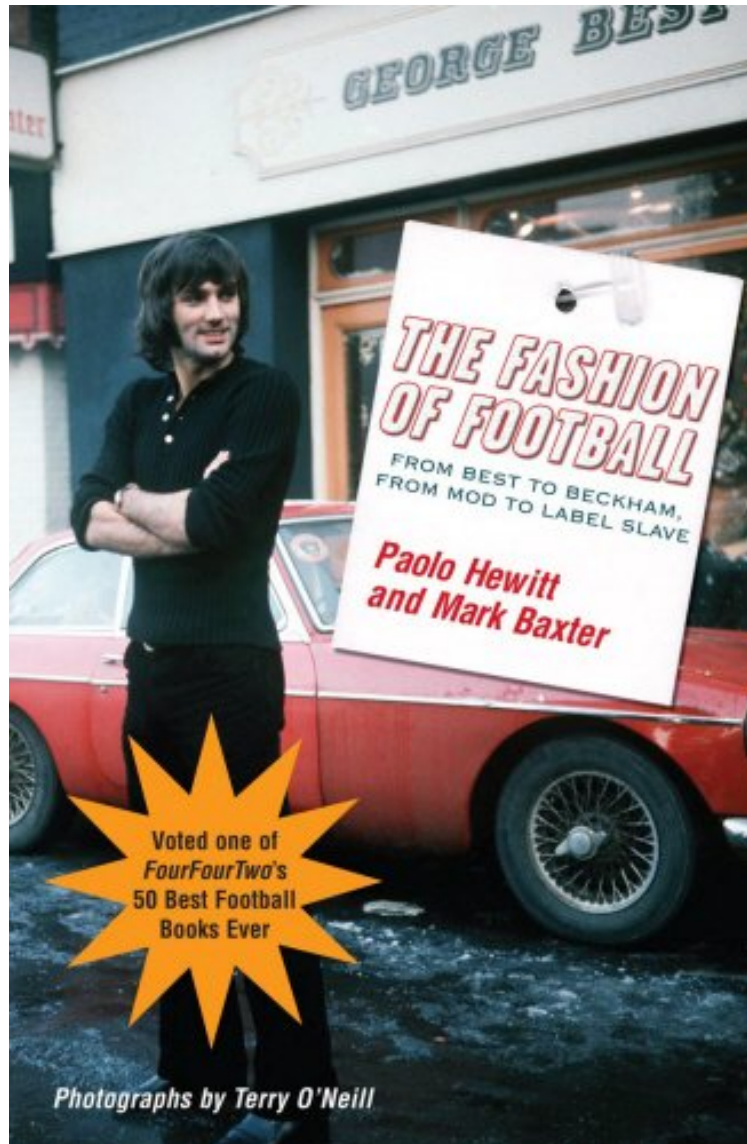


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## The Fashion of Football: From Best to Beckham, From Mod to Label Slave

*Paolo Hewitt, Mark Baxter*

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**Paolo Hewitt, Mark Baxter : The Fashion of Football: From Best to Beckham, From Mod to Label Slave** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Fashion of Football: From Best to Beckham, From Mod to Label Slave:

1 of 2 people found the following review helpful. Great book!By John BakerIf you love Football, and like looking the business when going to the Football and ever wondered where all the terrace fashions came from, then you will love

this book. A really interesting read with some classic pictures.

The Fashion of Football is a groundbreaking work that examines the link between soccer and fashion. Featuring a selection of rare photographs, the book divides itself into a work of two halves: the first depicting how fashion has influenced the players, and the second showing how it has been represented in the stands. We begin in 1962, when restrictions limiting earnings from professional soccer were lifted and players started to focus on looking good. We visit George Best's boutique in Manchester, try on the Terry Venables' wig, and reveal how the 1970s Chelsea team used flamboyant King's Road boutiques to gain the upper hand in psychological battles with fierce rivals Leeds. We then move on to the '80s to consider the influence British black footballers brought to bear on fashion, leaving room to mention the hairdressers and the mullet. Finally, in the '90s, we're confronted with Liverpool FC in white suits and David Beckham in a skirt.

About the Author Paolo Hewitt is the author of major biographies on Oasis, The Jam and The Small Faces. He has worked for both NME and Melody Maker and is now features editor at Watch magazine. Mark Baxter is a former shop and club owner with a passion for '60s clothing, Tubby Hayes and Millwall Football Club.