



Where'd You Get Those? New York City's Sneaker Culture: 1960-1987

Bobbito Garcia, Testify Books

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The first of its kind, the lavishly illustrated and remarkably comprehensive, *Where'd You Get Those?*, is an insider's account that traces New York City sneaker culture back to its earliest days. Describing how a small and dedicated group of sneaker consumers in the 70s and early 80s proved instrumental in establishing current corporate giants like Nike and Adidas, aficionado Bobbito Garcia writes with the exactitude and affection that only a true believer could bring. While chronicling the rise of sneakers through the lean years of the 60s, the bulk of the book examines sneakers released between the golden years of 1970-1987. Information-packed entries for each model include all of the color combinations available, nicknames of particular models, any relevant athlete endorsement, and (often hilarious) running commentary and stories from a rogues' gallery of fanatics who weigh in on the pros and cons of each sneaker. Via ancillary lifestyle chapters like "Arts and Crafts," (which details the elaborate process of customizing sneakers) and "The Sock Hop" (which introduces the unfortunates who had their shoes stolen off their feet, and the sneakers junkies who took them), *Where'd You Get Those?* examines sneaker culture from every angle. The tome even includes a chapter on New York City's playground basketball legends, the real progenitors of "urban marketing," whose athletic prowess inspired kids on the street to adopt their brands. And in a nod to more recent history, a chapter entitled "Future Underground Classics" recognizes the models released post-1987 that maintain relevance within an increasingly soulless and money-driven industry. The best secret stores to purchase rare joints, the proper way to care for your kicks, the experts' list of the top ten sneakers of all time—it's all here. Everything you ever wanted to know about the production, distribution, and consumption of sneakers during the seminal years of sneaker culture in New York--the city that set the stage for the worldwide dominance of today's sneaker industry.

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