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# Cool: Style, Sound, And Subversion



## Synopsis

Cool is a compendium of global youth subcultures and street styles—from Flappers to Swing Kids, to Goths to today's Normcore—that have shaped the fashion zeitgeist. It's no secret that the youth of the world buck conventional mainstream culture every chance they get, blazing countercultural trails in the process. Driven by their thirst for art and music, and their environment, young people combine their inspirations with the innate desire to rebel, resulting in a defiant subculture; and mainstream society runs to catch up, to co-opt it, and drag it to the mainstream. Lindy Hoppers of the 1930s, greasers of the 1950s, Rude Boys of the 1960s, glam rockers of the 1970s, club kids of the 1980s: there are countless subculture styles that were born from resisting authority. COOL: Style, Sound, and Subversion is equal parts historical chronicle and handbook of the myriad subcultures—most unknown to mainstream culture—that have influenced style. Authors Greg Foley and Andrew Luecke have compiled a comprehensive list of subcultures that have evolved over more than one hundred years, taking a look at the fashion, the art, the films, the books, the music, and historical context of these style movements, many of which came to influence conventional culture and eventually became a norm. Lavish with original illustrations, COOL references a wealth of ephemera—including a timeline, zeitgeist films, zines, secret music scenes, art collectives, and over one hundred music playlists tied to specific subcultures through the years—to give the reader a thoroughly vibrant picture of each movement and their sub-movements. COOL: Style, Sound, and Subversion is sure to appeal to fashionistas, culture mavens, and pop culture fans alike.

## Book Information

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## Customer Reviews

"Worth a look for the illustrations and playlists of influential songs alone." **Le Miami Blog** : The Shift  
A thorough, global taxonomy to the style subcultures that have gone against the grain over the past century: from flappers to riot grrrls to Harajuku to oogles.  
**Vogue** "Required reading . . . With excerpts from the likes of A\$AP Ferg, Glenn O'Brien, and more, Cool makes not only talking about style, but learning about what inspires it and how it works, a top contender on anyone's must-read list."  
**Refinery 29** "COOL: Style, Sound, and Subversion by Greg Foley and Andrew Luecke is the first illustrated book to go through and analyze youth subcultures around the world, from the Flappers of the 1920s to Normcore of today. . . . Subcultures, the emblem of youth rebellion over the last 100 years, have largely exceeded the boundaries of fashion, drawing inspiration and projecting influences in the worlds of art, music, and politics. All are elements that COOL: Style, Sound, and Subversion analyzes page after page. Cool translated from Vogue Italia  
"If you've ever wanted to have a personal fashion history lesson but don't have the time or patience to be in a classroom again, this is the book for you."  
**V Magazine** "How do we determine what's cool?" | Working with writer and style guru Andrew Luecke, author-illustrator Greg Foley unpacks this phenomenon and spills it onto the pages of Cool, a monograph that, through Foley's watercolors, captures trends and fashion movements across a century. **Out** "Greg Foley and Andrew Luecke have assembled a story that has been told before but never quite like this."  
**New York Journal of Books** "Beyond Foley's creative vision and stunning illustrations and Luecke's painstaking research, what also sets this book apart are the contributions from standouts in each field. Ice T identified his five favorite gangsta rap songs. Susanne Bartsch lent her expertise on club kids and Eighties New York nightlife. Other contributors include Shepard Fairey, Glenn O'Brien, Marky Ramone, Nile Rodgers, and A\$AP Ferg, adding an authentic, first-person element to the comprehensive dive into subcultures."  
**The Last Magazine**

Award-winning author-illustrator Greg Foley designs and creative-directs Visionaire. Andrew Luecke is a professional trend forecaster and style editor. Contributions by: Susanne Bartsch, Ice-T, Kelis,

Shepard Fairey, A\$AP Ferg, Fischerspooner, Sasha Frere-Jones, Larry Jackson, Merck Mercuriadis, Glenn O'Brien, Marky Ramone, Nile Rodgers, Stefan Sagmeister, Peter Saville, Michael Stipe, Andrew W.K., Zaldy.

This book is an incredible resource for any lover of fashion, music, history or culture. COOL covers the connection between subcultures and style throughout the world in the past decade. The art is beautifully executed and the content is so expansive and thoughtfully broad. Reading it is an inspiring whirlwind around the world and includes the stories of so many compelling groups of young people who used style to express themselves and fight for their beliefs. A must have for your coffee table--makes an excellent gift too!

When I first opened the book I was astonished and captivated by the colorful and life-like art, but then fascinated by the text as well. This book has more than a story to tell. It's a take on the last 100 years that is compelling and entertaining at the same time. It has a pulse that keeps the reader engaged.

COOL is my favorite book in my house. The illustrations are amazing and have never seen such a comprehensive exploration of the history of style. The storytelling is beautiful and book is so inspiring. This duo is super talented, hope they put more work out!

Loved reading this book about the the intersects where art meets fashion meets music. Fun to see the history and cultural influences. Great music playlists too! A fabulous book to give as a fun and very cool gift!

Very fun book, with lively illustrations and descriptions of various subcultures since the early 1900's. I enjoy flipping through it and reading a little bit every day. A very ambitious project, well-realized.

COOL: Style, Sound and Subversion chronicles a broad analysis of fashion that focuses on street styles worldwide. Street style spurs much of fashion's most significant advances, with designers openly borrowing new looks and ideas from the fantastic to the sublime. Foley - both a designer and observer of fashion crosses into the role of Historian with this brilliant Encyclopedia of subculture fashion. While leveraging terms endemic to regional street styles, Foley and Luecke go on to further define and unpack each fashion phenomenon - then go further to relate them to

each other bringing to the reader more than simply an index of contemporary fashion. Each page is filled with colorful images and photographs from around the world for the casual reader, but drilling down into the text provides a vast insight into what inspired the looks, and how they go on to influence culture around the globe. This book is a fascinating journey!

The first time I thumbed through this book I smiled from start to finish. Having worked in fashion for the majority of my career, I have never come across a text that does such a compelling job at capturing an extensive range of renegade style from around the world. "Cool" is as enjoyable to read as it is to look at the lively, colourful illustrations. There is nothing trite or 'insiderly' about the book, it is an exploration of subcultures written from a place of admiration. Interest in fashion is not a requirement for this book, it is a great cultural read for anyone interested in youth movements. Also MAJOR bonus, there are curated playlists lists for each subculture, which is reason enough to buy this book.

Bought this book because I love fashion. Naturally, the comprehensive review through decades is fascinating. Colourful illustrations really bring these looks to life. And in-depth coverage of sub-culture after sub-culture reminds one that life is all about identity, belonging and self-expression - always has been, always will be. Superb book! And, dare I say, the 'cool' playlists are the mega bonus. Must buy! GREAT as a gift!!

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