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# Supreme



## Synopsis

The first monograph on the iconic independent New York street fashion label Supreme. In April 1994, Supreme opened its doors on Lafayette Street in downtown Manhattan and became the home of New York City skate culture. Challenging the dominance of the established Wes Coast skater scene and the new conservatism of 1990s New York, Supreme defined the aesthetic of an era of rebellious cool that reached from skaters to fashionistas and hip hop heads. Over the last sixteen years, the brand has stayed true to its roots while collaborating with some of the most groundbreaking artists and designers of its generation, and with stores in Los Angeles and Japan has become an international icon of independent counter-cultural style. This definitive monograph - with written contributions from contrasting arbiters of style, Aaron Bondaroff and Glenn O'Brien, and including an interview between founder James Jebbia and the artist KAWS - brings together the disparate elements of the brand's output, from legendary advertising campaigns to especially commissioned skateboard designs, photographs, and artworks, and a comprehensive index of their products to date. Including collaborations with Jeff Koons, Richard Prince, Damien Hirst, Public Enemy, Lou Reed, and Futura 2000 among many others, this richly illustrated book is a survey of sixteen years of contemporary street fashion and culture reflected in the pioneering work of one of New York's most influential independent labels.

## Book Information

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## Customer Reviews

"This is a definite cop for one of my bookcases — better yet, my glass coffee table in the

living room!" ~Premium+ Magazine"Supreme's first monograph, published by Rizzoli, is a notably polished effort: an elegantly packaged, 304 page visual history of the brand in all its dirty, sweaty, sexually explicit glory." ~New York Times"Despite the crisp luxurious photographs of streetwear decks and of course naked women Supreme Rizzoli a new coffee table book about James Jebbia s hugely influential New York City skate company is more than just catalog porn" ~Interview"An exciting new book has been announced for 2010. Aaron Bondaroff worked on a Supreme book... Something to look out for!" ~HighSnobiety.com"A must-have at home for fans of Supreme and all who rode the deck, rides the deck and lives for the deck." ~FreshnessMag.com"Having been a pioneer of the culture we know, Supreme along with Rizzoli have compiled this great book about the history of the NYC based label." ~SlamxHype.com"The eponymous new book Supreme pays homage to the brand's forward-thinking invention and seamless representation of skate culture" ~CoolHunting.com

Aaron Bondaroff began his career working at the Supreme store, and has since created his own fashion and lifestyle brands, Off Bowery and aNYthing. He lives in New York. Glenn O'Brien is a renowned journalist who has been both music critic and editor of Interview magazine, and writes a monthly style column for GQ magazine. He lives in New York.KAWS is a New York-based artist who has blurred the boundaries between street art, design and high art in his collaborations with Supreme, Original Fake, and Comme des Garcons, and in his exhibitions at galleries worldwide.James Jebbia founded Supreme in 1994. He lives in New York.

This is a collection of articles and images about the skateboard and lifestyle company called Supreme. I bought it as a gift and forgot how many images of unclothed women that Supreme uses for its promotions.Kind of artistic. Yeah, maybe I should have thought this through a little bit more, but the person who received it, really liked the book. The book is filled with photographs that were used to promote Supreme as well as images of the skateboards, clothes, and other items created the iconic brand. If you like the Supreme brand, you will definitely like this book. And at the price, this is one of the most affordable Supreme brand items you will find. I've been to the Supreme store in LA and this felt a little like walking into the store.

You've probably read reviews about the book already. It was as hyped a Supreme release as their own box logo tees, and the book doesn't disappoint. However, with its not-as-comprehensive product back catalog as was anticipated, it's not going to be an interesting "read" (it's mostly photos,

mind) after the first few leaf-throughs. You can find a lot of the images online (from blogs, previous Supreme books and calendars, press releases), but I guess having them all in one book is worth the 30-some-odd dollars. The best part to me were the preface and the extensive Jebbia interview. These were things never before seen/read, and they gave a good insight into the brand. PS. should have come with a box logo sticker =)

Cool book, images aren't that rare can easily be googled but overall you can enjoy it if you've loved Supreme since the late 90's and early 2000's which is when I started liking them, hopefully an updated book in the works they've expanded so much since this first released from the hype to collaborating with Louis Vuitton and Morrissey asking them to cease and desist the collaboration yet they still released the collab, so much has happened.

This book tells a great story and has some perks I didn't expect. Supreme has solidified itself as one the most premier brands in the world and this book is great way to explore part of that journey. I've been a fan of Supreme for close to a decade and this adds to a collection of books I have on the brand. The inside of the book sleeve is a picture of a Supreme skateboard deck that I flattened out and framed. I refer to it from time to time on some projects I'm doing but it's primarily a coffee table book and conversation piece for my guests.

Have been looking for this for a while now- perfect to submerge in the world of supreme, helps to understand not only the brand but others because of it.

A very well produced book I would recomend it to anyone

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