



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

Bobbito Garcia

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Finally in paperback! This critically acclaimed, best-selling insider's account of New York's sneaker culture chronicles the rise of the mighty gym shoe, with the bulk of the book examining nearly 400 models released during the golden years of 1970-1987. Bobbito Garcia, a DJ, a *VIBE* columnist and the host of ESPN2's "It's the Shoes," describes how a small and dedicated group of consumers in the 1970s and early 80s were instrumental in creating the trends that have made athletic shoes ubiquitous today and in establishing current corporate giants like Nike and Adidas. Information-packed entries for each model include available color combinations, athletic endorsements and often hilarious running commentary and stories from a rogues' gallery of fanatics who weigh in on the pros and cons of each shoe. It's all here, fully illustrated with almost 500 photographs: everything you ever wanted to know about the production, distribution and consumption of sneakers in New York City during the seminal years that set the stage for their worldwide dominance.

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