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# Lo-Life: An American Classic



## Synopsis

Lo-Life: An American Classic takes the reader on a trip to New York City in the early 80s—a time when crime and violence ran the streets. The infamous Lo-Life gang emerged from this tumultuous time. Formed by crews of teenagers from the Brownsville and Crown Heights neighborhoods of Brooklyn, they made a name for themselves by dressing head-to-toe in expensive Ralph Lauren clothing, or “Lo.” Polo apparel and other preppy 80s fashion labels like Guess, Nautica, and Benetton, among others, represented an aspirational lifestyle for these kids from rough neighborhoods just struggling to get by. Fighting for style and survival, the Lo-Lifes targeted these brands, and would acquire them by any means necessary, including stick-ups, shoplifting, and hustling. A reign of terror ensued, when your new winter coat could make you the target for a robbery or worse. What started as an informal gang uniform organized around clean designs and bright colors, became a devotion to a lifestyle brand, and eventually created an association between the streets and luxury that would fundamentally change the fashion industry. Lo-Life: An American Classic documents the personal collections of exclusive archival vintage photographs amassed by the crew and interviews with original members, presenting the first comprehensive oral history of this notorious New York collective. Lo-Life is the remarkable story of a small group of teenagers fighting to make a name for themselves who eventually made themselves seen, heard, and emulated globally. Love and Loyalty!

## Book Information

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## Customer Reviews

"Dangerously Devoted to Polo Ralph Lauren: A new book delves into the notorious subculture of the Lo-Lifes, a group of Brooklyn teens obsessed with Polo Ralph Lauren clothes." — The Wall Street Journal  
As seen in: Creative Boom, Exit Magazine, The New York Journal of Books, Timeline, and We-Heart

Jackson Blount, a Brooklyn native, graduated from SVA in 2001. He has designed professionally since, doing both corporate and freelance work throughout his design career. Rack-Lo is one of the main catalysts of the Lo-Life movement. He played a major role in the unification of boosting crews of the early 80s to form the world-renowned Lo-Life crew. Under this umbrella, the Lo-Lifes have continued to make history. This lifestyle that originated in hip hop's golden era, continues to grow and expand around the globe. As a journalist, Rack-Lo has written features for, The Source and Frank 151. With contributions from original Lo-Life members: Uncle Disco Thirstin Howl the 3rd, Bek-Live, Shillz da Realz, Prance-Lo, B-Bob, Lo-Fi-Lo

Been hearin bout the lo lifes for yrs. Getting this book was a worthy buy. Their stories and experiences are crazy. They paint the picture clearly and it's off the wall. Definitely respect the overall mentality.

As a dude that grew up in Brownsville in the 80's & 90's this book took me back. They really need to make this book into a movie.

Dope!!

DOPE

Awesome book! Great imagery and the stories are captivating and damn near unbelievable. A true slice of New York history. Great read, great gift.

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