
EMBARGOED UNTIL 1ST FEBRUARY 2013

50
YEARS OF
BRITISH STYLE
CULTURE
1963 - 2013

By Josh Simms

IN A YEAR THAT SEES THE BRANDS 50TH ANNIVERSARY, BEN SHERMAN PAYS TRIBUTE TO THE EVOLUTION OF BRITISH MENSWEAR AND THE MUSIC LED YOUTH MOVEMENTS THAT MAKE UP 50 YEARS OF BRITISH STYLE CULTURE

Written by Josh Sims, author of *Icons of Men's Style* and contributor to titles such as The Times, Esquire and The Independent, the book traces British menswear from the first real movements that saw the youth taking their lead not from their fathers, but from other cultural cues.

Tracing these movements from the mid 1950s starting with the Teds, *50 Years of British Style Culture* explores the journey through five decades of fashion, music, politics and more, whilst also giving a rare glimpse into the history of an iconic British brand, and Ben Sherman himself.

With a foreword written by Mark Maidment, Ben Sherman's Creative Director of 10 years, the book contains archival imagery and a unique insight into the movements that shaped a nation's youth. From the original stylistic references, to their evolution and eventual decline, what spurred these movements on and how they came to be superseded is detailed through eight chapters.

The hardback book will be sold for £30.00/~~€36.00~~, and there will also be a special limited edition version with slipcase and numbered 1 to 500 for £50.00/~~€60.00~~.

The book is available from February 7th at all Ben Sherman stores and www.bensherman.com

Available in the UK from February 2013

50 YEARS OF BRITISH STYLE CULTURE

Teddy Boy | Mod | Rocker | Punk | Skinhead | Two Tone | Northern Soul | Casual

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