



Shawn Stussy, the creator of streetwear clothing

Shawn Stussy is considered the inventor of the so-called streetwear style. He was a young Californian surfer in the late 1970s and started to design his own surfboards. He first used his world-known logo *Stüssy* in 1980: at the beginning he scrawled it on his handcrafted surfboards with a broad tipped marker, and then on t-shirts, shorts and caps, transferring on them the typical surfboard graphics. He sold his items from his own car around Laguna Beach, California, then his popularity increased and he started selling them to shops and boutiques. In 1984 he founded a partnership with his friend Frank Sinatra junior (not a relative to the singer), and the brand *Stüssy* was officially born. In the first years they opened retail stores in the USA and then expanded to Europe and the world. *Stüssy's* first European distributor was Luca Benini, founder of *Slam Jam*, the most important streetwear Italian brand. In the 1990s the brand started to experiment new lines, mixing hip-hop elements with the surf and skate styled clothes. Music, art and street theatre influenced the various lines of clothing too. In 1996 Shawn Stussy left the brand to concentrate on his family and private life. *Stüssy* has been collaborating since then with important designers and brands, such as Nick Bowes and Nike, and at the moment there are more than sixty *Stüssy's* locations in North America, Europe, Asia and Australia. To this day *Stüssy* remains an independent, privately-owned company run by Frank Sinatra junior. As for Shawn Stussy, in 2008 he started his new project, called S-Double. He continues to design surfboards and lines of clothing, mainly working in Japan for Japan and selling all over the world through his website, which, he says, is "the modern equivalent of that flea market stall or cool little shop that surprisingly sprung up in your neighbourhood"

(Adapted from www.s-double.com)

ACTIVITIES

1 Write what happened in the following years according to the text.

- 1 Late 1970s:
- 2 1980:
- 3 1984:
- 4 1990s:
- 5 1996:
- 6 2008:

2 Answer the following questions.

- 1 What was Shawn Stussy's first activity?
- 2 How did he first write his logo?
- 3 How did he first sell his items of clothing?
- 4 Who was Frank Sinatra junior?
- 5 Who was *Stüssy's* first distributor in Europe?
- 6 Which elements influenced *Stüssy's* clothes in the 1990s?
- 7 Why did Shawn leave the company?
- 8 How many stores does the brand have at present?
- 9 What's the name of Shawn Stussy's new project?
- 10 Where does Shawn Stussy mainly work at the moment?