



Supreme

By James Jebbia

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Supreme By James Jebbia

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.

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Editorial Review

Review

"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

About the Author

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 Garçons, and in his exhibitions at galleries worldwide.

James Jebbia founded Supreme in 1994. He lives in New York.

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