



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

By *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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### Editorial Review

From Publishers Weekly

"Before Nike controlled nearly half of the global sneaker market" and "before yuppies started wearing sneakers with their suits to walk to and from work," sneaker culture was the province of "sneaker fiends" and ball players, Garcia declares in his paean to the lost golden age of streetwise footwear. A cultural critic, journalist and DJ, Garcia waxes nostalgic-in slang, of course-about "the most seminal and coveted joints" from the 1960s through 1987. For each model, Garcia shares color combinations, nicknames, relevant athlete endorsements and quips from fans on each sneaker's pros and cons. With photographs of basketball players on the court and kids breakdancing on city sidewalks, advertisements for Jordache (with Earl "The Pearl" Monroe pitching, "Go One-On-One With... the Jordache Look"), and up-close shots of classic shoes like the Nike Air Force 1 and the Converse All Star, this is a comprehensive, informative study of shoe culture, as well as a hip tribute to icons like Larry Bird, Kareem Abdul-Jabbar and Ivan Lendl.

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From [The New Yorker](#)

In the nineteen-seventies, colorful sneakers made by Adidas, Puma, and Nike began to eclipse traditional Converse on the basketball courts and sidewalks, and a fetish was born. In New York City, a fanatical coalition of basketball players, graffiti writers, break-dancers, and rappers devoted themselves to the stylistic possibilities of these shoes, making cults of certain models, coloring and customizing them and devising elaborate lacing patterns. Garcia's book is an anthropological trove, blending autobiography, oral history, vintage ads, grainy shots of urban glamour, and (occasionally too much) loving description of individual sneakers. Though most of the testimony concerns subjective questions of fashion sense, an occasional note of functionality intrudes: praising an Adidas high-top, a graffiti writer says, "If I was bombing the elevated trains I wanted ankle support and Top Tens were ridiculous for that."

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About the Author

Bobbito Garcia does it all. As Contributing Editor for Vibe magazine, his signature "Soundcheck" column has appeared in every issue for the last eight years. As a DJ, he broke such acts as Wu Tang Clan, Jay-Z and Nas on his legendary "Stretch Armstrong and Bobbito" radio show on New York's WKCR. His passion for sneakers has found many outlets over the years: He was one of the first writers to pen an article on the subject in a national magazine (*The Source*, in 1991), and he has consulted for Nike, Adidas, and Converse. He has appeared in six Nike ad campaigns from 1994 to 2002, and has displayed his prodigious basketball skills in halftime shows for the NBA. Bobbito's writing has appeared in books such as *The Vibe History of Hip Hop* (Three Rivers Press) and ego trip's *Book of Rap Lists* (St. Martin's Press). A genuine hip hop legend, Garcia lives in New York, where he is currently working on "Basics to Boogie," an instructional basketball video/DVD series.

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**Bryant Kelly:**

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