



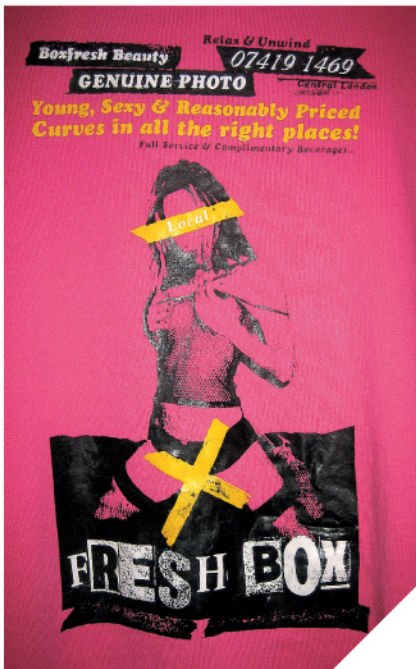
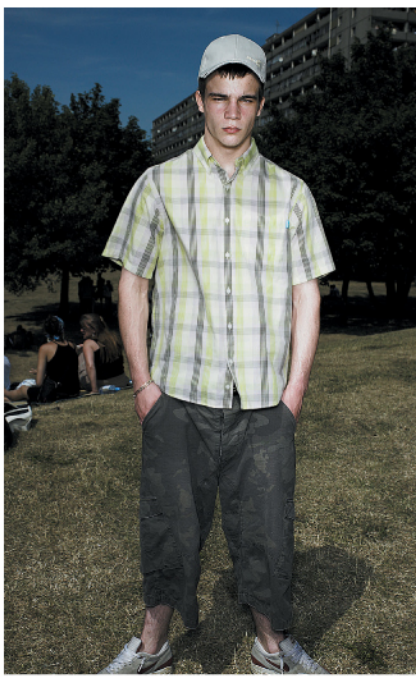
STORY

Boxfresh
Original British Streetwear

BOXFRESH Original British Streetwear

Britain has always been at the forefront of fashion in Europe, regardless of which niche we're talking about, you can pretty much assume that anything original and genuine comes out of Britain, maybe it is something in the water, who knows. The same does apply to streetwear as well. Britain, with London at its vanguard, was the first European spot where homebred streetwear apparel appeared and Boxfresh was right there at the beginning. Brands such as Boxfresh, GDEH UK, Duffer of St. George and Red or Dead were really the innovators of true European streetwear. Like so many British based brands, it all started in Camden Market, London, in 1989/90 when Roger Wade started Boxfresh. The company initially distributed Carhartt in northern Europe as well before it was taken over by Work in Progress. The name Boxfresh originally comes out of New York and was used to describe sneakers that came fresh out of their box, hence box-fresh. Their designs are deeply rooted in functional, yet appealing Workwear, which later was termed Urbanwear, and now is generally known as streetwear. In 1998 a women's wear line was launched, and by that time Boxfresh was already a critically acclaimed brand, with 2nd place in the FHM Brand of the Year award in 1999. Always remaining true to the roots, Boxfresh became heavily involved in supporting the UK underground scene, sponsoring the UK Breakdancing Championships, as well as counting nominal UK music stars such as Goldie, LTJ Bukem, Ian Brown and Massive Attack as their followers. With stores opening in Covent Garden, Manchester and Tokio, Boxfresh was a real success in the cutthroat world of fashion without ever losing its roots by the beginning of the Millennium. The "We are You" campaign, as well as further collaborations with the amazing Ninja Tune label secured their standing over the last couple of years. We were very honoured to have been able to catch Roger Wade and ask him a few questions about what the future holds for Boxfresh

Wenn es um Mode geht, ist Großbritannien seit jeher die Nr. 1 in Europa. Egal, welchen Bereich man in den Blick nimmt – man kann mit Sicherheit davon ausgehen, dass alles Originale und Echte aus Großbritannien kommt. Vielleicht liegt es am Wasser, wer weiß. Das gleiche gilt auch für den Bereich Streetwear. Großbritannien, mit London als Vorhut, war der erste Ort in Europa, in dem es authentische Streetwear Apparel gab. Das Label Boxfresh hat dabei von Anfang an eine große Rolle gespielt. Brands wie Boxfresh, GDEH UK, Duffer of St. George oder Red or Dead waren die Erfinder authentischer europäischer Streetwear. Wie bei vielen anderen englischen Brands begann alles am Londoner Camden Market, wo Roger Wade das Label Boxfresh 1989/90 ins Leben rief. Anfangs war das Unternehmen auch für die Distribution von Carhartt in Nordeuropa verantwortlich, bevor diese Aufgabe von Work in Progress übernommen wurde. Der Name Boxfresh stammt ursprünglich aus New York. Dort wurde er als Bezeichnung für Sneaker verwendet, die frisch aus dem Karton („fresh out of their box“) kamen, also „box-fresh“ waren. Die Wurzeln der Designs liegen in funktionaler und trotzdem modisch-anprechender Workwear. 1998 kam eine Women's Wear Linie



hinzu. Zu dieser Zeit war Boxfresh bereits eine weithin anerkannte Marke. 1999 gewannen sie den zweiten Platz bei den FHM Brand of the Year Awards. Boxfresh sind ihren Wurzeln immer treu geblieben. Schon bald wurden sie zu einer wichtigen Institution zur Unterstützung der UK Underground-Szene. Das Label sponserte die UK Breakdancing Championships und zählten solch namhafte Musikstars wie Goldie, LTJ Bukem, Ian Brown und Massive Attack zu ihren Anhängern. Mit Shopperöffnungen in Covent Garden, Manchester und Tokio wurden Boxfresh Anfang des Millenniums zu einem der erfolgreichsten Unternehmen in der halsabschneiderischen Modewelt, ohne dabei ihre Wurzeln aus den Augen zu verlieren. Durch die „We Are You“-Kampagne und weitere Kollaborationen mit dem erstrangigen Musiklabel Ninja Tune konnten Boxfresh ihren Rang in der Streetwear verteidigen. Wir hatten die Ehre, Roger Wade einige Fragen darüber zu stellen, was Boxfresh in Zukunft für uns bereit hält.

stw2d: What's your background and what do you do at Boxfresh?
Roger Wade: I am creative director and founder of the Boxfresh brand. After graduating from university, I basically started in advertising but kept on losing my job, so I had no other choice but to set up my own company, at least I couldn't sack myself. We started in Camden Market alongside guys like Duffer and Red or Dead, and we haven't looked back.

What's new at Boxfresh?
We have just been bought by Pentland, who are looking to internationalise the brand and repeat our UK success in other countries. Boxfresh came from a Bronx terms for kids wearing brand new sneakers, Boxfresh – brand new out of the box. We are finally planning on launching our own footwear range next year.

Boxfresh has grown from a UK streetwear label to an internationally renowned label in a relative short amount of time. Accident or design?
Lots of hard work. We actually started in 1989/90 so it has been over 15 years of hard work.

What is the aim of Boxfresh?
Boxfresh is one of the original British Streetwear brands, and aims to reflect British youth culture. Our inspiration is taken from the streets and our surroundings, and we are constantly evolving.

Where are you taking Boxfresh next?
I don't know, sometimes rather than chasing things, the best things in life come to you. Let's just see!

www.boxfresh.co.uk | Text & Interview: Steven Vogel