

The Mods - it is an attitude to life.



School №20

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LACOSTE

LEVI'S



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2008



STONE ISLAND

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club
mod
10.02



MOD
allnighter

THE BURGLARS(MSC)
YELLOW PILLOW
TROJAN SOUND SYSTEM
YEARSHOW
MOBKID(MSC)

we are the mods

The word mod goes from modernist, which was a term used in the 1950s to describe modern jazz fans as well as the musicians themselves.





Elements of the mod lifestyle include music, clothes (often tailor-made), dancing and motorscooters.

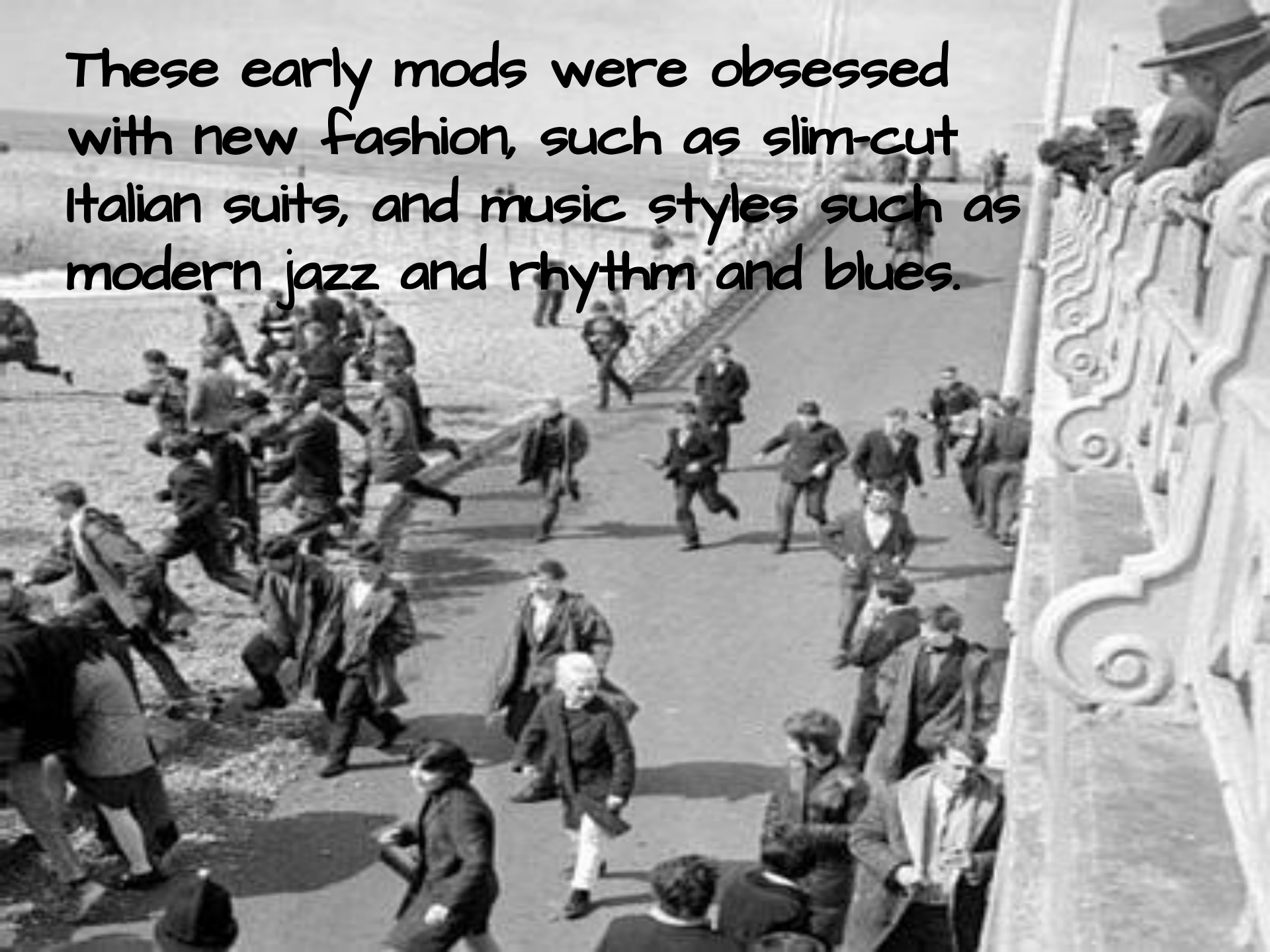
From the middle till the end of 1960s the mass media often used the term mod to describe anything that was popular, fashionable or modern.



The movement began in London in 1958.



These early mods were obsessed with new fashion, such as slim-cut Italian suits, and music styles such as modern jazz and rhythm and blues.



A lot of mods used motorscooters for transportation, usually Vespa or Lambretta.



Vespa



As the lifestyle developed and was adopted by British teenagers, mods expanded their musical tastes to American jazz and R&B to embrace soul, Jamaican ska, and British beat music and R&B.



The favourite mods group are Georgie Fame The favourite mods group are Georgie Fame, The Animals The favourite mods group are Georgie Fame, The Animals, The Small



Mods were the products of a culture.



As psychedelic rock music and the hippie culture appeared many people drifted away from the mods lifestyle.

At the other side of the youth culture spectrum, both in philosophy and appearance were the hard mods.





The hard mods were rougher, had less emphasis on citting - edge fashion trends, and got their hair cropped short.



The hard mods soon transformed into the first skinheads.

They retained basic elements of mod fashions - three-button suits, Fred Perry and Ben Sherman shirts, Sta-Prest trousers and Levi's jeans - but mixed them with working class - oriented accessories such as braces and Dr. Martens boots.





They borrowed Jamaican style and looked like rude boy: cropped hair, short-hemmed trousers and vary narrow brimmed Trilby hats.



The 1960s skinheads kept some of the original mod music styles alive: ska, soul, rock steady and early reggae.

The most important for mods is clothes.





Моды борются за тот образ жизни, который они ведут и проповедают модный стиль одежды.