

# 'They're Selling Slayer Shirts in Primark!'

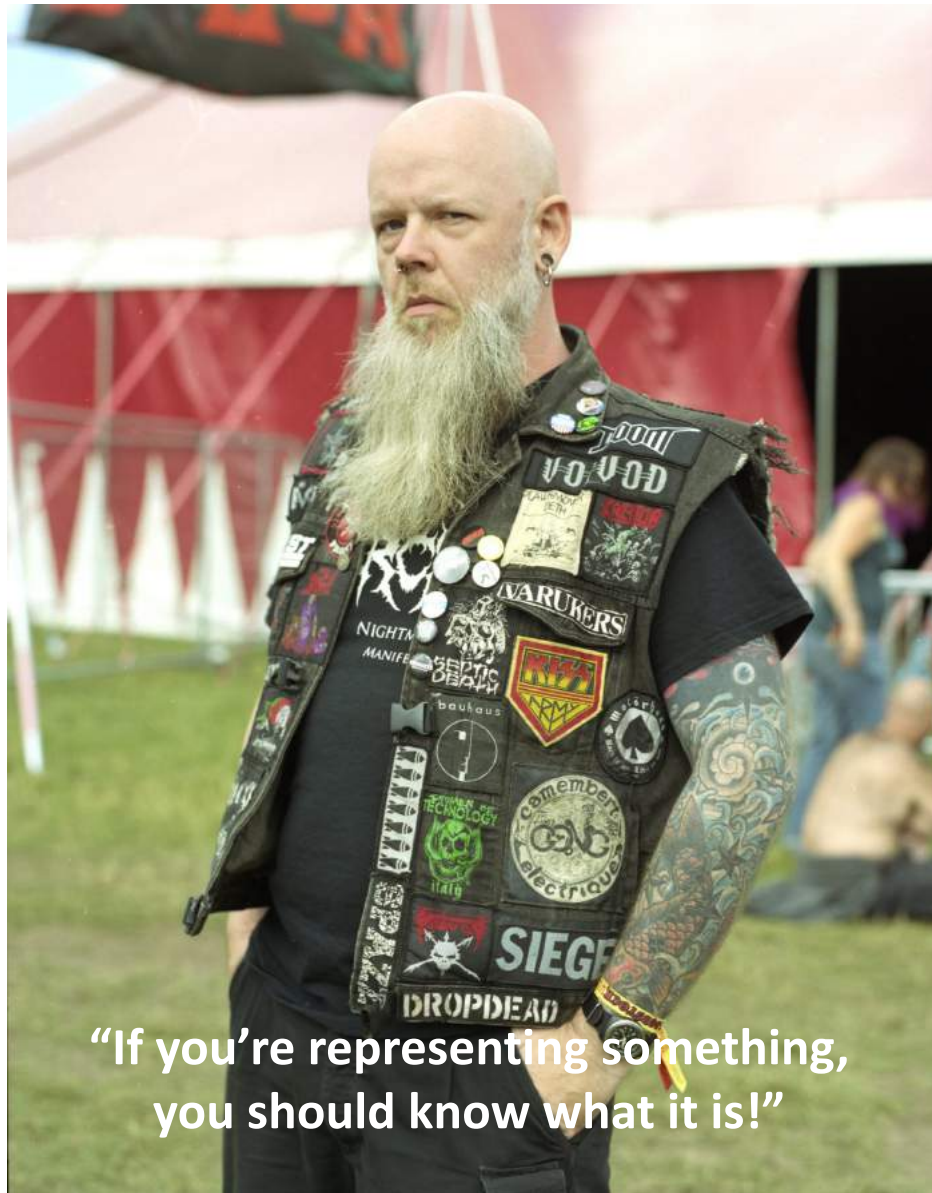


Contesting authenticity through metal and punk t-shirts

**Dr. Tom Cardwell**  
**University of the Arts London**



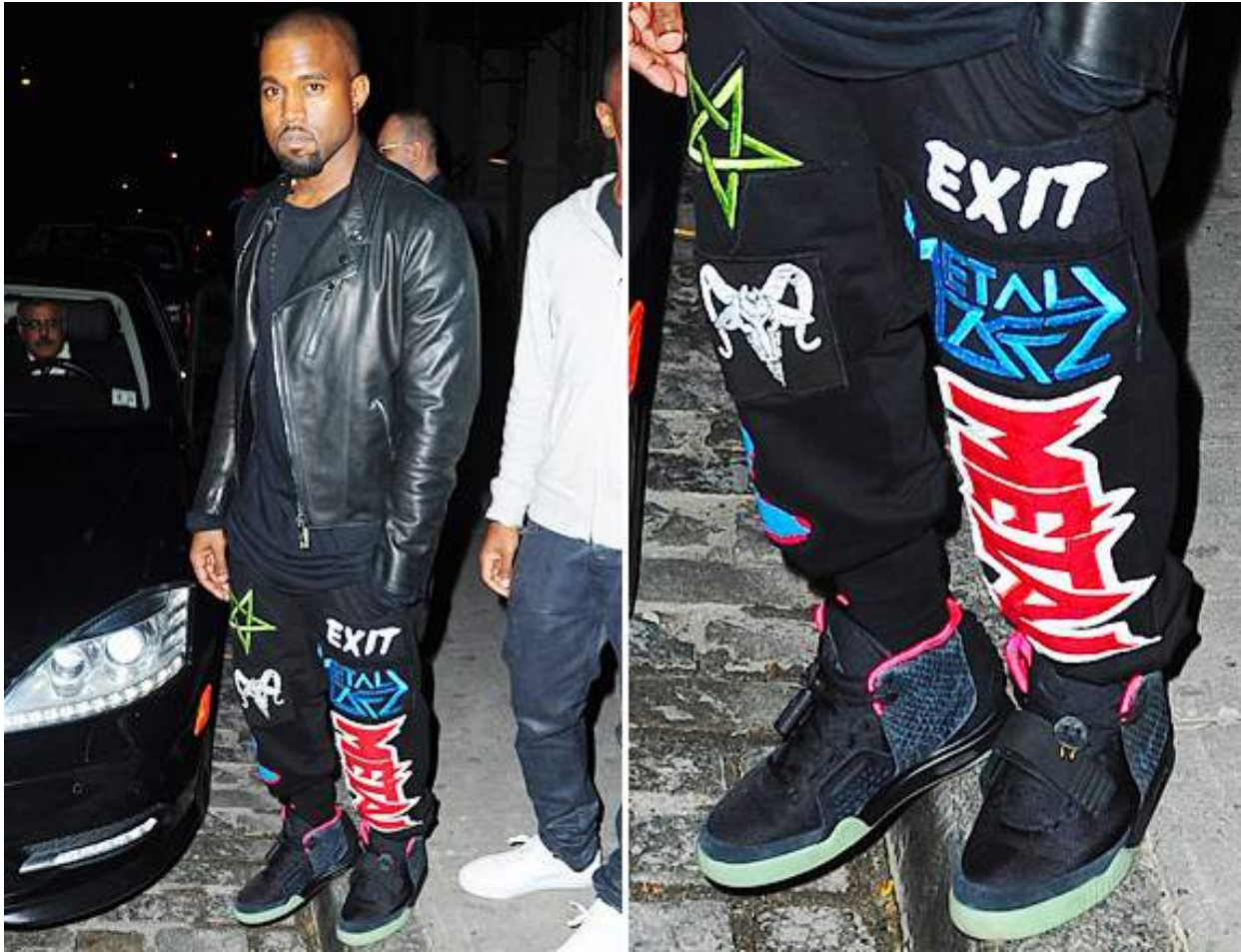
**"They`re selling hippy wigs in Woolworths, man..."**



**“If you’re representing something,  
you should know what it is!”**



Chris Brown wearing customised jacket by DNA designs (Noel Austin) 2012



Kanye West wearing sweatpants by KTZ, 2013



Embroidered jackets by KTZ referencing customised battle jackets with altered band logos (SS2013)



Vetements AW2016



H&M, in-store display, London, SS2017





Licensed band shirts by H&M, 2015

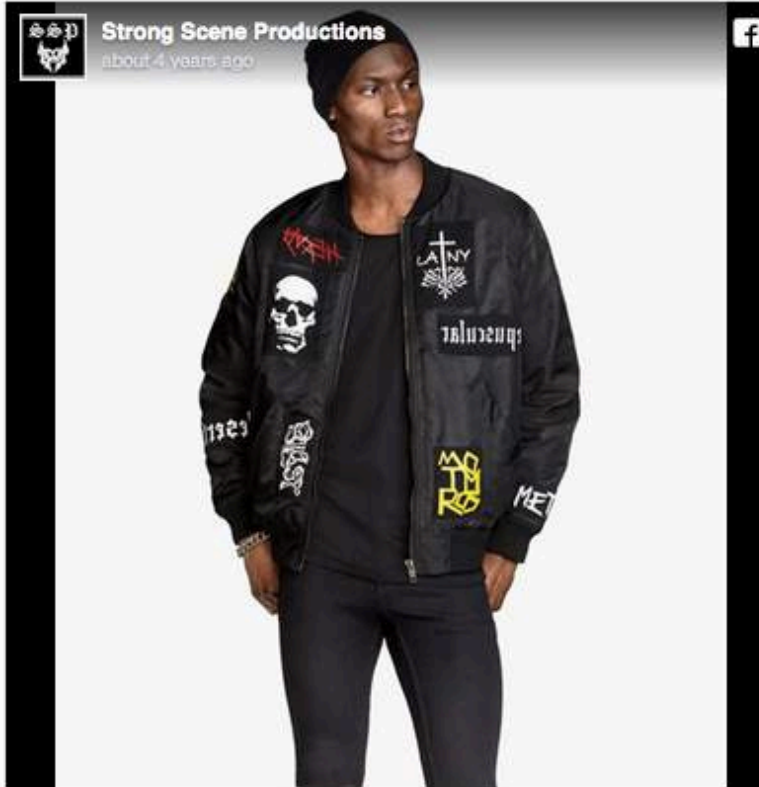


Clothing based on invented bands by H&M, 2015



**Strong Scene Productions**

about 4 years ago



STRONG SCENE PRODUCTIONS is happy to provide a musical trip down in memory lane in support of HENNES & MAURITZ Heavy & Metal clothing line showcasing the talents and forgotten jewels of global underground metal music.

As illustrated by the bomber jacket and t-shirts worn by the models of H & M, the new items feature logos from long-forgotten underground goth- and thrash acts such as the French LANY, Mexican MORTUS, American "cosmic hippie metal" -gurus MYSTIC TRIANGLE and GRE... [See more](#)

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## Metal

Kim Kelly

@grimskim

Wed 25 Mar 2015 14:39 GMT



1,346 8

# H&M heavy metal hoax highlights the problem with fashion's fickle rock routine

The Swedish brand was the subject of a hoax advertising campaign which showed why mainstream fashion and metal are a marriage made in hell



▲ H&M: doesn't stand for heavy metal. Photograph: H&M

Brands have been looking to heavy metal for years to try and cash in on cool points - Scion, Redbull, Walmart, Urban Outfitters and, now, H&M have all taken a walk on the dark side. Heavy metal's dark aesthetic and blood-splattered history are intriguing on plenty of levels, but it's still bizarre to see cash-hungry corporations turning to the very genre Tipper Gore once hoped to eradicate. For some, it's paid off, as seen in Scion's celebrated Medici-like patronage of touring bands and Redbull's savvy live music curation. For others, especially clothing companies, most attempts at this breed of subcultural appropriation reek of utter cluelessness.

Guardian article by Kim Kelly, 25 March 2015

## Not heard Nirvana? Nevermind ... How fashion co-opted the band T-shirt

It used to be that if you liked the music, you got the T-shirt. Now, the band T-shirt is a fashion trend all on its own - whether you like what it stands for or not



Lauren Cochrane

Wed 26 Jul 2017 06.00 BST



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▲ Clockwise from left: Balenciaga, Paris 2012, Ramones and Iron Maiden T-shirts, an image from Band of Shirts, Joy Division and Run-DMC T-shirts, and Justin Bieber in a Patrick Matamoros 'Nirvana' T-shirt. Photograph: Getty/Rex /Steve Bimbaum/BandofShirts

**A** tour around the high street this summer would uncover a few standout trends. Pretty off-the-shoulder tops. Basket bags. Bleached denim. Even some pool-ready inflatables. And at stores including Topshop, H&M, Primark and Forever 21, T-shirts for bands including AC/DC, Metallica, the Rolling Stones and Bon Jovi. The kind of purchase once seen on merchandise stalls at gigs and market stalls in Camden Lock has gone mass.



Supreme collaborations with Black Sabbath and Slayer, 2016



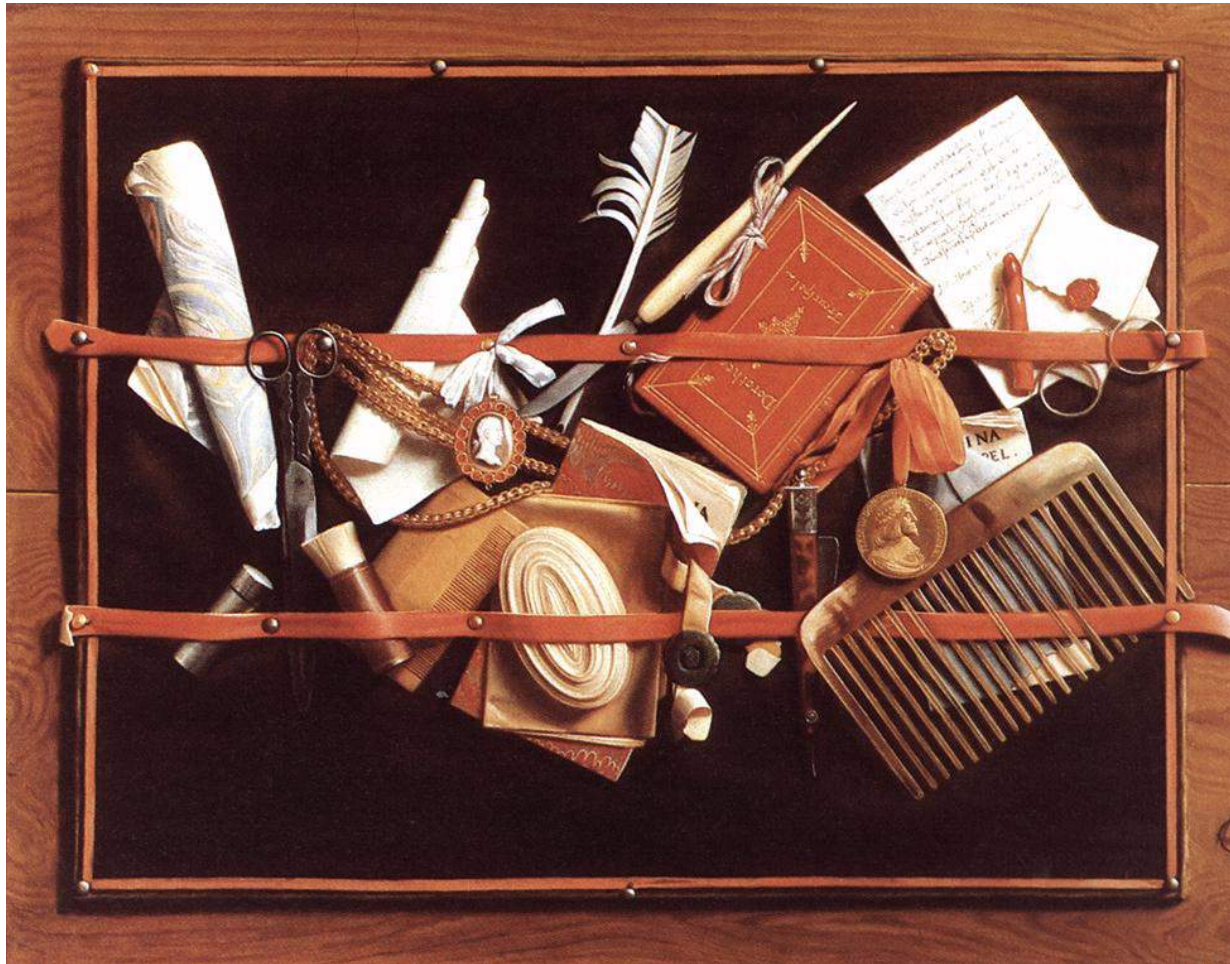
Banks Violette, *Misfits (X-Ray)*, 2002, graphite on paper 23 in. x 30 in., Team Gallery NYC.

*“Simulacra are copies of things that no longer have an original (or never had one to begin with).”*



**Simulacra and Simulations** from *Jean Baudrillard, Selected Writings*, ed. Mark Poster (Stanford; Stanford University Press, 1988), pp.166-184.

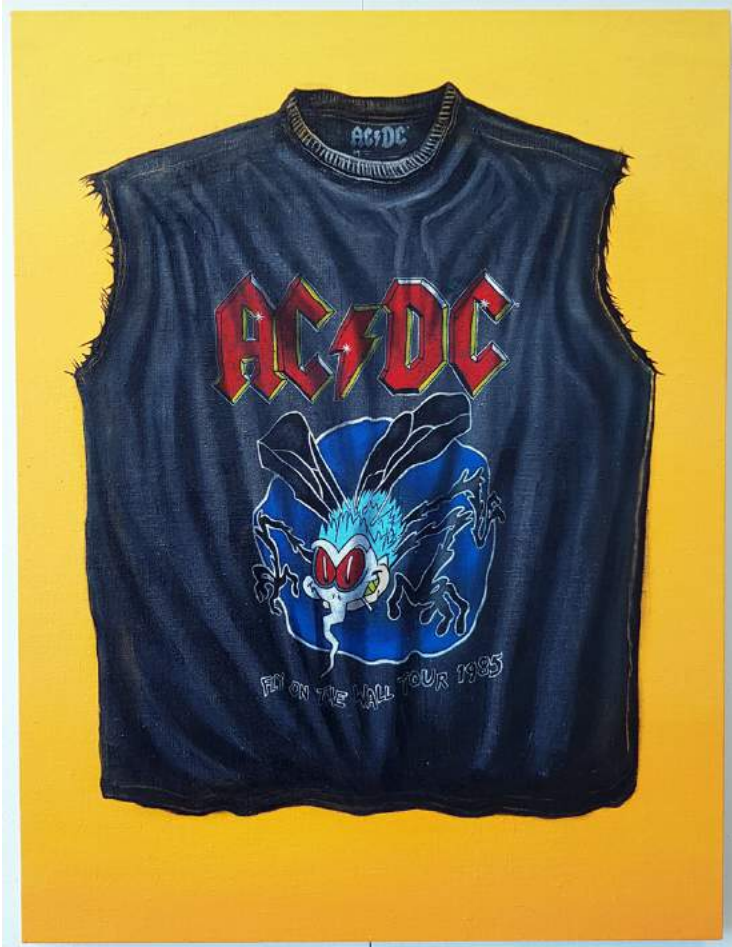




Samuel Van Hoogstraten, *Feigned Letter Rack*, 1670, 63 x 79 cm, oil on canvas, Staatliche Kunsthalle, Karlsruhe.



Willem Kalf, *Still life with glassware and porcelain covered bowl*, 1662, oil on canvas, 64 × 53 cm, Berlin, Gemäldegalerie.



Tom Cardwell, *Fly On The Wall* (L) and *Midnight Mystery* (R), both 2018, oil on linen, 80 x 61 cm.