

'It's Who You Are!'

Heavy metal, 'battle jackets' and subcultural loyalty



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Amy, Bloodstock Festival, UK, 2014
Photo by Jon Cardwell



Gary, Bloodstock Festival, UK, 2014
Photo by Jon Cardwell

Heavy Metal Armour



A Visual Study of Battle Jackets

THOMAS
CARDWELL

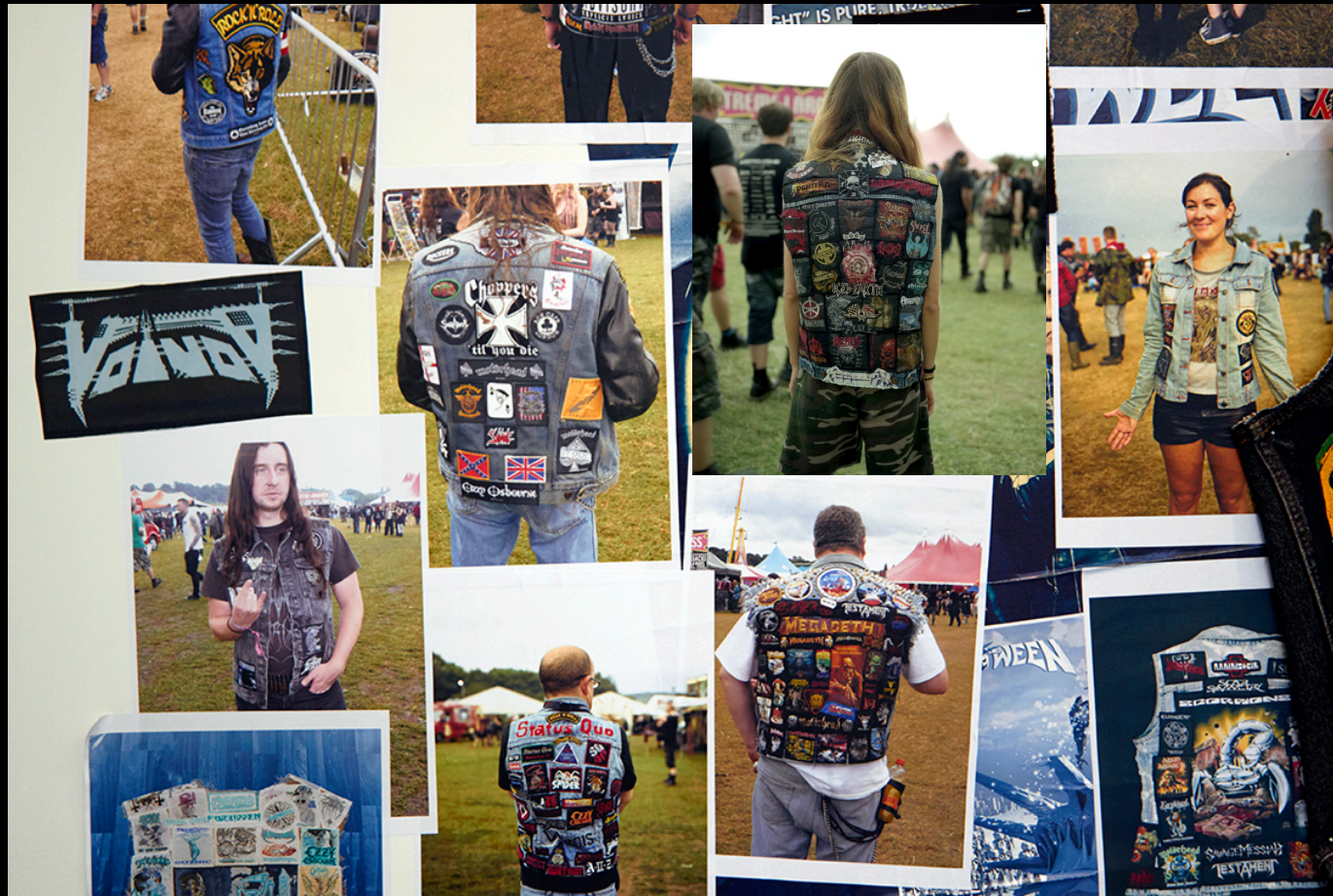
Metalhead communities

'No sub-genre divisions seem to impair an overwhelming sense of community of all metalheads'

- Anna Baka, *The Forming of a Metalhead*, 2015

'Invoking a reference group enables certain individuals to emphasise their insider status as members of an esoteric, subterranean scene through self-exclusion from a larger category of uninitiated "outsiders" '.

- David Muggleton, *Beyond Subculture: The Postmodern Meaning of Style*, 2000



Tom Cardwell
Installation of jacket and fan photos, London, 2017
Dimensions variable

The battle jacket as material expression of loyalty

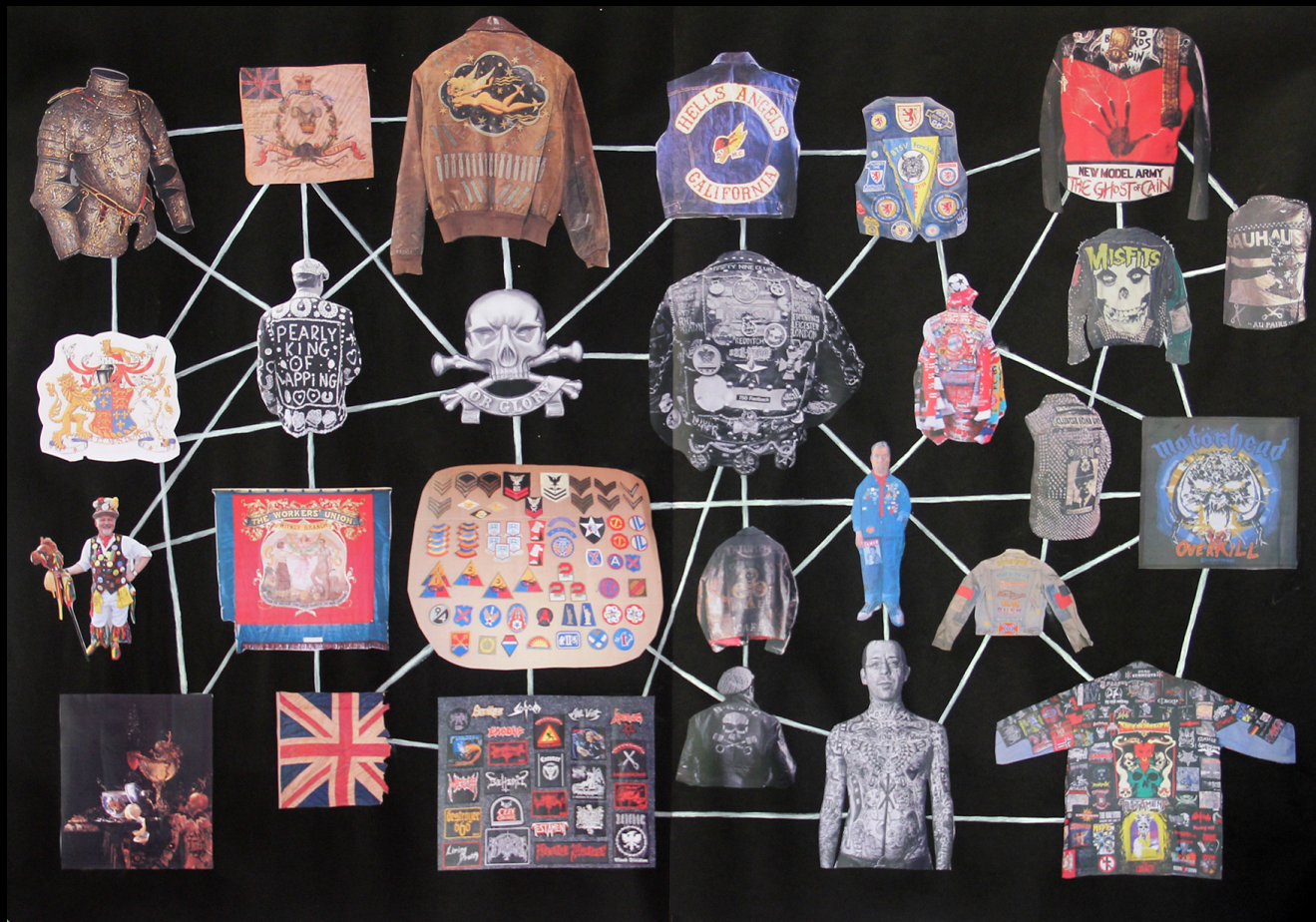


Battle jacket making event organised by @coventrymetalheads



Jacket discussion and making posts by @battlejacketslondon





Battle Jacket Map, collage on paper, 59 x 84 cm, 2015.



Heraldic tunic from the house of Orange-Nassau,
1647, Rijksmuseum, Amsterdam



Jez, Sonisphere Festival, UK, 2014.

Selling out? The co-opting of loyalty



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


Metal

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

Kim Kelly
@grimkin
Wed 25 Mar 2015 14:39 GMT

1,346 8



▲ 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

Thanks!

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