

Jozi Sk8ers

In's & Out's of **SKATE** **BOARDING**

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From the Editor

Welcome to our critical and genetic digital edition of “Jozi Sk8ers” Magazine. We do hope that this project will encourage all scholars concerned with accuracy, but, even more, all readers caring for the texts they enjoy and curious about the way they actually work to acknowledge the gain that digital media can represent in the understanding and appreciation of literary.

Allow us take you through this journey as we showcase some of the talented young skaters around the township, who believe in the power of that comes with skating & how it became a life changer to some of the crew members in the case of danger situations in life.



In's & Out's of SKATE BOARDING



Skateboarding, often viewed through the lens of youthful rebellion and street culture, is much more than just a pastime; it is a complex and evolving sport, art form, and subculture. Originating from the streets of California in the 1950s, skateboarding has grown into a global phenomenon with deep cultural, social, and physical implications. This essay explores the multifaceted nature of skateboarding, its history, its evolution, and its impact on both individuals and society.

The late 1960s and early 1970's saw significant advancements in skateboarding technology and culture, it then evolved to a culture which still remains a treasure in the culture.



During this time, skateboarding began to establish itself as a distinct sport rather than just a pastime. The roots of skateboarding can be traced back to the late 1940s and early 1950s in California, when surfers, seeking to mimic the feeling of riding waves, attached roller skate wheels to wooden boards. These early boards, known as "sidewalk surfers," were rudimentary compared to today's high-tech skateboards. As surfing gained popularity, so did skateboarding, in particular during periods when ocean waves were less reliable.

Visual Symbols

Skaters use stickers to self-express and to also have a better social interaction with others (skaters or non-skaters included) as they not social beings. The stickers they use are often in alignment with specific skateboarding cultures or any form of style that they use. Skaters use stickers to honor companies they love or are enthusiastic about. In most cases, they use the stickers to create a form of artwork as skating itself is art and in crowded skateparks or during skate events, when several boards may appear similar, stickers might help set one board out from the others helping the individuals with identification issues in this instance.

Skate or Die



Skating is considered as one of the most dangerous activities to engage in although, it is still relative to life in a sense that it educates us about the obstacles we face in life hence as skaters we fall down & get up again as a sign of courage.

2-Faced



This sticker represents a Skater-being. As it is known that skaters are not very social beings, which means that they pass most of their time being emotional beings but hide all of it through skating.



This sticker demonstrates one of the most used/ idolized brand by skaters & some wear it too.



Round-a-bout



This pose is usually visible when the skater(s) achieves a certain stunt or move that has been long-awaited during practice stage

Marshall



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Avoshred

A demonstration of creative thinking of skaters, combining Avocado & the Shredder move to create a skater-like title.



Emergency Ex-kate

This represents a moment when a "Poser" experiences fight or flight in the process of learning.



Godspeed

clothing

Skateboarding still preserves the expression of self through clothing items. Skaters wear baggy jeans, cargo pants too and the reason has to do with warmth and/or comfortability while going through their skate sessions. T-shirts (long & short sleeve) are mostly with graphics on the front, back or both sides and most of the graphics are of famous contributing brands to the skating community.

Durability is one of the factors that skaters consider when buying clothes and reason being that as a skater you will face unbearable damages to the clothes or your physique, falling on the ground multiple times; So, when they buy they usually go for items that aren't easily destroyed.

In the case of the sneakers, skaters prefer their own different type of design that they go for which is platform sneakers, Vans, Adidas etc. which offer them a better reinforced toe cap & grippy (mostly made of rubber sole) thus contributing to both comfort and durability.

Skateboard apparel in the past was influenced by punk and counterculture trends. With skaters expressing their outsider status with band tees, leather jackets, and studded belts, it was a true subculture in all its beauty. They did things for themselves because they did not fit the mold of what society considered to be cool and mostly probably respectable to their society

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Supreme, Stüssy, and World Industries, among others, set an example for skater wear's rise to popularity in the past. However, it was the phenomenon I refer to as the "Supreme impact" that elevated skate culture to a level beyond the boundaries of global streetwear fantasies. Few people have truly mastered the knack of elevating skate swagger into high couture. Palace made a name for itself, even cozily embracing Supreme in its early years. It has a really cool Soho store in London that I have been to, and it also carries skate-inspired clothing in stores in Tokyo, NYC, and LA. They have even worked with Juventus FC, Umbro, and Reebok. I regularly repurchase Vans' checkerboard plimsolls, which are among the original skateboarders brands.

How to wear & feel a part (guide)

These major brands are responsible for introducing skater culture into fashion branding and setting the standard for others to follow.. As premium brands compete to establish a presence in the skate culture scene, the roles have reversed. Considering that no one requested them to, it is a brave step.

However, a lot of people have seen the significance, appeal, and influence of skater fashion and realized it might be a goldmine for expanding one's audience. While high fashion "borrows" and goes on a cash grab from skate culture, some pieces show up on runways and in high-end campaigns like carelessly imperfect props, while others copy designs straight from well-known skate labels at outrageous costs. And skater culture is not about that.

Skating involves style. Some like to skate with a strong appearance. Others don't. Okay, that is cool. My preference is for stretchy chino pants since they protect your shins and knees a little bit when you tumble or slide on rough cement. However, style plays a part; it is not only about hammers and banger techniques. Skating is not really a "sport," as it is referred to, but it does involve some organic openness. I really hope that skating does not lose this as it becomes more and more popular.

It is less of a sport or physical activity and more of a way of life or culture. Furthermore, lightweight sports equipment is not very sturdy when you fall and slide across uneven stone and concrete. A cheap pair of jeans is going to last longer and protect you better than anything like mesh shorts.

Lastly, the majority of skaters are typically disadvantaged teenagers who lack the funds for stylish sports apparel. All we wore was what our parents had purchased for us from the markdown section.



A

Winter and Spring wear

Although loose-fitting pants are ideal for mobility, excess leg length may cause issues if it gets in the way of your shoe and the board. By folding or rolling up your pant legs, you can make sure that nothing is in the way of your feet and the skateboard. Purchasing pants with shortened legs or getting the legs permanently chopped off are two other options. Your sense of style will determine how big the cuffs are. Not all skaters cuff their jeans; others prefer to let the leg bunch up somewhat at the top of the shoe. High cuffs or cuts do expose your ankles more to scrapes and cuts.

B

The Zip-up hoodie (above) is one of the most utilized as its material is made of cotton which is comfortable to them during skate sessions. During winter season, this outfit provides warmth as one of the benefits.

The skateboard industry, along with wider youth culture and aligned fashion designs, have benefited from the aesthetic and popular culture of skating, which is derived from its subculture. It represents both creating new street fashions and the idea of authenticity. As a result, skating culture is more than just a way to promote unique and individual identities. Additionally, it is a complete way of life that is shaped and defined by clothing customs. However, there are currently few studies examining the impact of skating on fashion, despite the fact that many studies assert that skateboarding subverts conventional notions of fashion and will eventually supplant and absorb other styles of clothing. This paper's goal is to fill in these gaps in the literature. Similar to the cyclical nature of fashion, skateboarding culture has been

C

Five Panel Cap



Sneakers

D

Safety Kit



Knee Pads



Wrist Guards



Helmet



Downhill Slide Gloves



**"The Universe will always lead you to
where you are supposed to be."**

-Lescobar

