

Stories

Footnotes from beyond

SCHMUTTER → SUITS, BOOTS AND MOTORBIKES

Fred Astaire to the Stray Cats, they all bought clothes from Lloyd Johnson. A new show celebrates the great rock and roll tailor

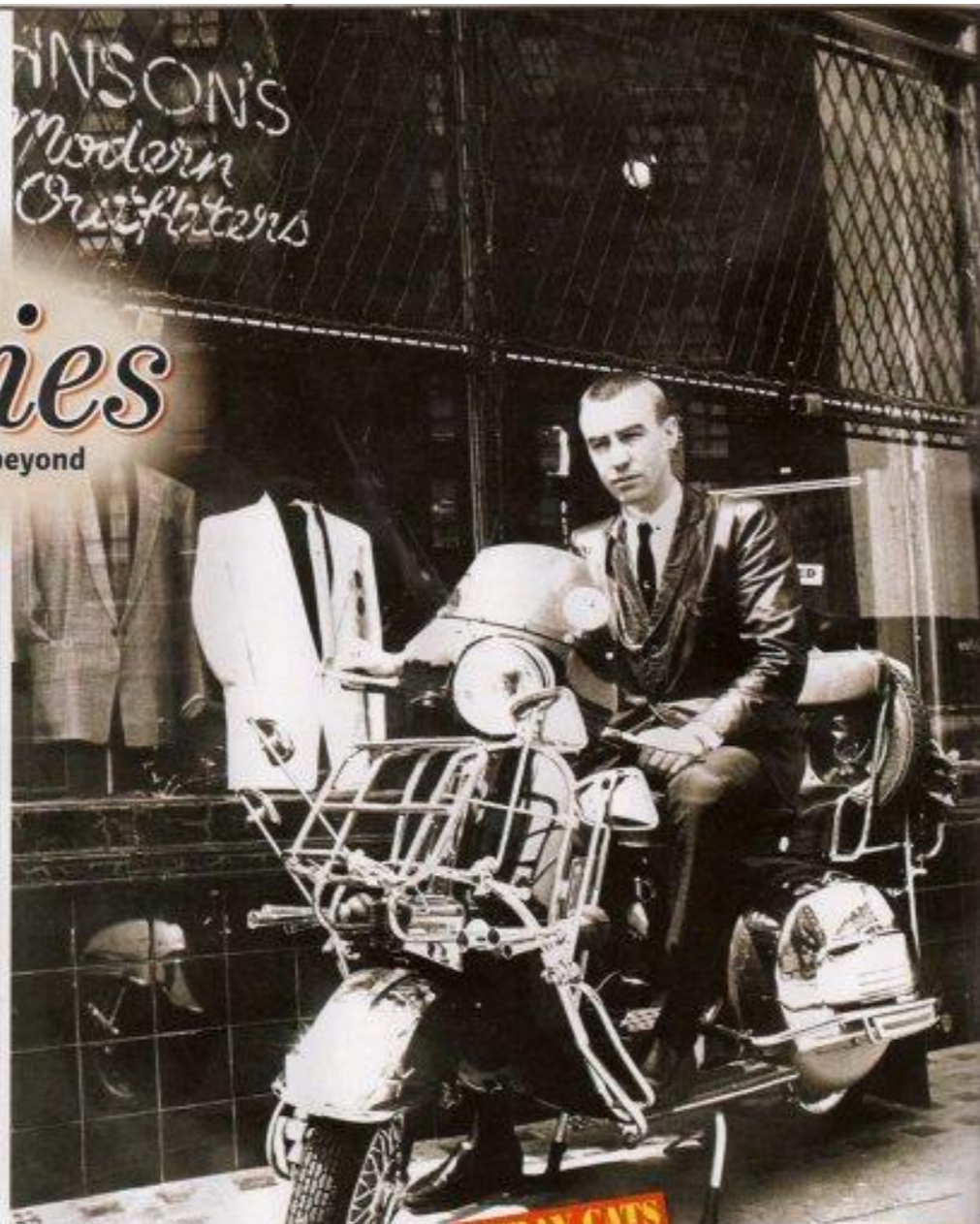
ONE MORNING A FEW YEARS ago, Bob Dylan stood outside the dry cleaner's in World's End, Chelsea scratching his head. "Didn't there used to be a great rock and roll clothing shop here?" he asked a passer-by.

Indeed there did. Lloyd Johnson's fabulous fashion emporium was housed at 406 King's Road for two decades before closing in 2000. And now an exhibition is celebrating his designs, from peacock dandy in the '60s to the '70s mod revival, rockabilly and new wave.

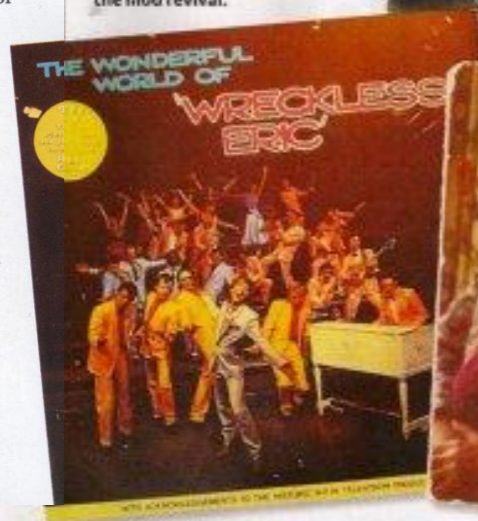
"There were no Cowell-like manipulators deciding how popstars looked," says its curator Paul Gorman. "The artists themselves decided." Geldof and Elvis Costello riffled through the Johnson's rails shoulder-to-shoulder with suburban clothes-hounds. Tom Waits wore Lloyd's pointy boots for his *Raindogs* tour. Lloyd's abiding motto: "If it ain't fun, it won't get done."

LLOYD JOHNSON: THE MODERN OUTFITTER is at Chelsea Space, John Islip Street, London SW1P 4JU until 3 March

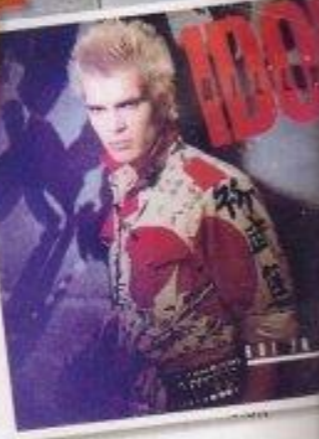
6 MARCH 2012



Lloyd Johnson outside his Modern Outfitters in World's End in 1979, revving the throttle of the mod revival.



Wreckless Eric, Stray Cats, Rod Stewart and Billy Idol sleeves and (here) Fred Astaire in a Johnson jacket, 1973.



Whole lotta snakeskin going on: Jerry Lee Lewis in 1988.



The cover of Pretenders II in 1981: hope they kept the receipt.

Large checks all round: John Lydon in Lloyd's attire en route to contest Malcolm McLaren's retention of the Sex Pistols' contract rights in 1980.



Lords Of The New Church in '83 and (below) Wham! in 1981 in Johnson leathers.



Joe Strummer (left) in odd shirt-share arrangement with Siouxsie (above), both shots from 1982.

