

Drawing on archival research, oral history interviews, and participant observation, this examination of the adoption and adaptation of Mod style across geographic space also maps its various interpretations over time, from the early 1960s to the present. The book traces the Mod youth culture from its genesis in the dimly lit clubs of London's Soho, where it began as a way for young people to reconfigure modernity after the chaos of World War II, to its contemporary, country-specific expressions. By examining Mod culture in the United States, Germany, and Japan alongside the United Kingdom, *"We Are the Mods"* contrasts the postwar development of Mod in those countries that lost the war with those that won. The book illuminates the culture's fashion, music, iconography, and gender aesthetics, to create a compelling portrait of a transnational subculture.

"Combining historical and contemporary sources, Christine Jacqueline Feldman convincingly accounts for the persisting appeal of a transnational subcultural style by accompanying us on a 'Mod Odyssey.' Interpreting Mod as an idealized modernity, a continually re-configured cosmopolitanism that encompasses entrepreneurial commodification not as dilution but as inherent inspiration, this book makes a crucial contribution to a new generation of youth cultural literature." —David Muggleton, *University of Chichester, United Kingdom*

"Drawing on a wealth of original fieldwork—including extensive oral testimony and many unique photographs—Feldman provides a perceptive and absorbing analysis of contemporary youth culture. Anyone interested in fashion, style, and identity will find *'We Are the Mods'* a tremendous resource...the book deserves a wide audience." —Bill Osgerby, *London Metropolitan University*



**Christine Jacqueline Feldman** received her Ph.D. in communication and a doctoral certificate in cultural studies from the University of Pittsburgh. A recipient of numerous scholarly accolades, she was a 2006–2007 German-American Fulbright Fellow at the Forschungsstelle für Zeitgeschichte in Hamburg. She is also the author of *"Austin Powers: Re-inventing the Myth of Mod Spies and Swingers"* featured in the anthology *Secret Agents: Popular Icons Beyond James Bond* (Peter Lang, 2009).



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“WE ARE THE MODS”



A TRANSNATIONAL HISTORY OF A YOUTH SUBCULTURE

Christine Jacqueline Feldman