

# ENDZ



magazine

THE BIRTH OF  
GRIME

*THIS IS LDN*

JUNE 2024



FASHION  
MUSIC  
LIFESTYLE



**FOR YOUR RIDE OUTS**

Rules the world

CORTEIZ 2008

DA WORLD WAGES WAR  
AGAINST THOSE WHO DEFY  
THE STATUS QUO.

THEY OSTRACISE THOSE WHO  
REALISE DA TRUTH AND  
EXERCISE THEIR RIGHT TO  
FREEDOM.

YOU ARE NOT ALONE.

CORTEIZ.  
RULES THE WORLD.  
BUN DA REST.



# *MAINS*

SHOP AT [NEWERACAP.CO.UK](http://NEWERACAP.CO.UK)



**NEW ERA**

# Leica

*The world  
deserves to  
witness,  
your best  
moments...*

*Since 1849,  
we've  
created  
change.  
Easy to  
use,  
pocket  
sized  
cameras,  
helping  
you  
produce  
that  
perfect  
picture.*



SIMON WHEATLEY



*Leica*

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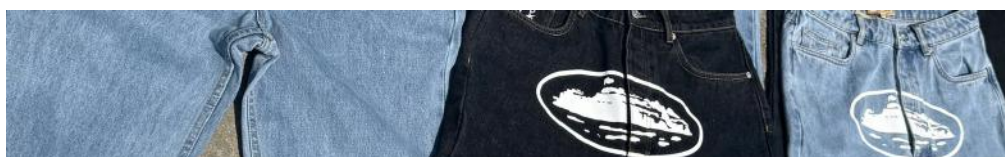
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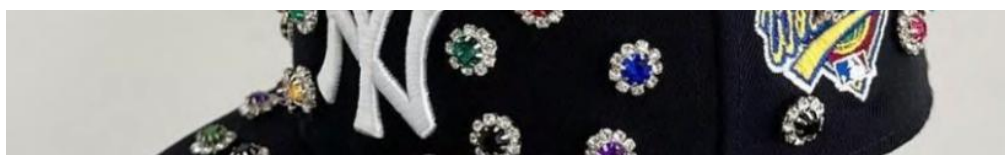
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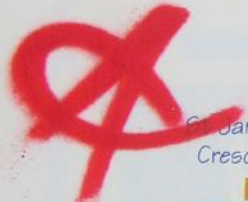
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**EVENT STORY**

# Loughborough Estate

Loughborough Estate Management Board. Tel



# MY ENDZ.

Recognising and remembering where I came from is what helps me the most when creating. Celebrating the culture of my community and acknowledging the impact of my endz Brixton, South London has been essential whilst building my brand. The streets have built the fashion, music, art and lifestyle of London and helping people see that will forever be my goal when designing.



## MY STORY

Fashion and photography have always been something that excites me. From getting my first camera at 10 years old, which still remains my favourite gift, I've been documenting my life ever since. Capturing the most precious moments has turned into countless memories and as I've grown older my way of creating story-telling photography stems from the influences around me. London is all I've ever known and whilst it has its reputation of a glitz and glamour lifestyle, evolving and living in the heart of it is a different picture.

My endz and my hometown is Brixton. From the lows of poverty to the highs of success, the community has birthed people like no other and made me who am I. As you look through this magazine you'll start to understand what life in the endz is like, but before you begin let me take you through my experience...

When many people think of Brixton it unavoidably has its links to crime, gangs and all that you can think of but dismissing the greatness of it is something that can't go unrecognised. My childhood has seen some of the best memories growing up and if I were to name them all we'd be here forever, but the ones that stand out the most would be the ones with family and friends. Get-together BBQs being surrounded by good food, music and people to playing out on the streets with my brother until the sun goes down are recollections that'll never be forgotten. Only God knows the amount of hours, my brother and dad have spent in our local park defending the title of basketball game Around The World and guys if you're reading this, you'll never beat me. Let me know when our rematch is!



Family and friends mean so much to me and my upbringing in the endz. I've met some of the best people and friends for life, which are my world. Just by sitting out on my doorstep and hanging out with friends in the area, I've learnt new things and drawn closer to these people that I call family. South London will always be the same but the people that you're surrounded by is what makes everyday different from the rest, which was my biggest inspiration when coming up with this concept.

Mixing the idea of life in London's best boroughs with the sounds of music, just made sense when creating my brand. I've always been surrounded by melodies with my mum and uncle opening their nightclub, Imperial Gardens, in the late 90s, they've shared their rollercoaster experience in the industry with me as I've matured. Owning the South London club to be at, back in the day, to managing singer Jessie J, they've shown me the heights of it all. A lot of my childhood consisted of studio visits, watching rehearsals and being behind the scenes of music videos and although this isn't a normal way to spend your time growing up, I've been lucky to see the most extraordinary things. Taking inspiration from my family, music has always been my incentive behind various moments in life and combining this with life in London's hood, was the perfect way to express my ideas as a creative.

Now you've heard a little bit about me and my journey in the endz, it's time for you to experience the life behind London's most energetic subculture, Grime. The people, place, music, art and fashion are some of the many things we've captured throughout this issue. With our 10 weeks of planning and designing, we've painted the perfect picture of London's best and the moment has finally arrived for you, the public, to embrace this. Travelling across the city has allowed me to expand my knowledge and has guided me immensely during this process. Encountering new ways of life, whilst using my adventures, has been an inspiration for many details in this magazine, that I'm excited to share with you.

I INVITE YOU TO SIT BACK AND ENJOY THIS MONTH'S ISSUE, WHERE YOU'RE GUARANTEED THE TRUE

**ENDZ EXPERIENCE.**



FIT  
FOR  
GLORY



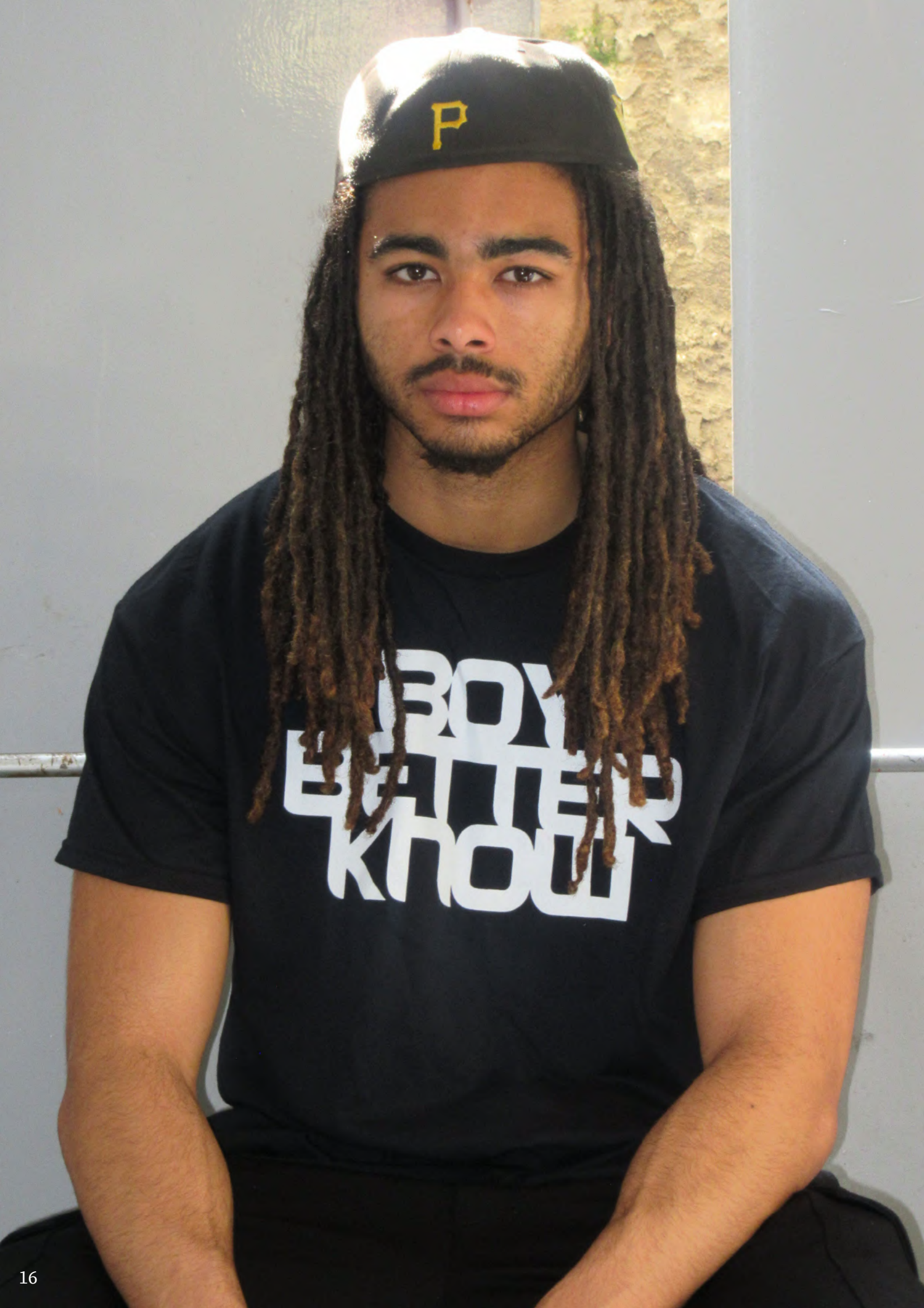
# THE BIRTH



Photo Credit : NME



**OF GRIME**





LUC  
STR

# GRIME

One of the biggest yet underground genres to emerge from the streets, better known as London.



Photo Credit : Peter Baste

When describing the genre of Grime all it takes is 3 words... For The People. Hearing the outspoken lyricism, with the British accent undeniably booming through, has allowed people to express themselves and show the rawness of their lives. Taking it back to the early 2000s, the pinnacle of London's music scene, as rave culture was still active yet simmering down, Garage became the new soundtrack of the streets. The upbeat melodies to the energetic rhythms were all you heard moving from club to club on a night out. The fast-paced beat created the perfect dancing scene not to mention the MCs keeping the crowd and DJ alive, by rewinding the track and shouting "Come again!" Some of the most memorable groups were So Solid Crew, Heartless Crew and Pay As U Go Cartel, helping put Garage music on the map. Hints of the gritty, electronic sound of Grime were constantly hinted throughout their music and as time continued it began to grow. As groups separated, the euphony began to shift and UK Garage slowly stepped out of the spotlight. The subconscious agreement of out with the old and in with the new paved the way for the rise of London's most artistic, plain-spoken genre.

**This is The Birth of Grime...**



# “WOT DO U CALL IT?”

WILEY



Photo Credit : Simon Wheatley

When Grime first emerged, it was said to sound like alien music. Nobody understood this new language that was being spoken, as a regenerated version of UK slang was shouted over an aggressive, jagged beat. “What is this?” “What is he saying?” were the questions that ran through everyone’s mind, but one, the Godfather of Grime, Wiley. Splitting from hit Garage group Pay As U Go, Wiley knew the wave of sound he wanted to create as he first named the genre ‘eski-beat’ reflecting his angry and cold-hearted mindset life deemed him at the time. As Wiley shifted from garage to this new sound, it gained more traction from wider audiences of black backgrounds. The new rawness of lyricism perfectly depicted what life was like as a young black working-class citizen, eventually allowing this ‘alien music’ to make sense. The rise of this genre grew day by day and whilst the new sound of London slowly stuck, the name transitioned into what we know as today, Grime.



Photo Credit : BBC

It's no doubt that Grime pioneer, Wiley has had one of the biggest impacts on the scene with the charting, well-known song 'Wot Do U Call It', explaining the confusion behind the genre's name. His influence on the game is undeniable, however, some may remember musicians such as Dizze Rascal, Kano and Lethal Bizzle helping the sound reach the level it is at today. Taking a mixture of elements from areas of UK music, these artists created Grime anthems, that will live on forever. The album 'Boy In Da Corner' by Dizze Rascal and the single 'Pow!' from Lethal Bizzle are just two of the many remarkable pieces from the industry.

## THE ENDZ



## THE HOME

From the first song, to who started it will forever remain a topic of discussion, however, one thing everybody can agree on is that it emerged from the ends of London. The council estates of East London were home to many working-class youths, creating a life of tougher experiences and harder struggles. Being surrounded by acts of crime and desparacy, will influence you in numerous ways yet will eventually form a sense of character. Once the youths understood this, they began to pick up a pen and express themselves with no limitations. Writing lyrics about London life from the unpredictable events of street culture to even experiences in relationships, Grime music was the voice for the muted generation. The fully transparent lyrics are what society needed to hear, wholeheartedly changing the music industry forever.



When thinking of Grime, it is not just a music genre. It's a community. A subculture of the streets. From the moment Grime emerged it has constantly reflected the life of urban London culture. The mixture of Caribbean, African and London influences has generated a new way of life, allowing people to experiment with fashion, music, art and many more creative fields.



The Grime subculture is known to be rebellious, and though society has its prejudiced stereotypes, it continues to rise. The people who consider Grime to be 'ghetto' or believe 'it is a disruption to society' simply don't understand the culture and what it is like to live in the depths of London.



# MCS

Listening to the sounds of Grime is one thing,

but writing and producing it will forever be appreciated

# DJs



Photo Credit : Rinse FM





Photo Credit: Wire Magazine

## THE POWER OF AN MC IS UNBEATABLE.

If you've ever been to a Garage rave, Drum n' Bass, Grime or Drill party there's no doubt that you've seen the MC with the DJ, doing everything they can to keep the show alive. As the night goes on, MCs build a relationship with the crowd by feeling the beats and melodies of the music, keeping the DJ and crowd hyped throughout the event. Essential to the UK's music culture, having favourable MCs can level up the atmosphere of the party just through their passionate, enthusiastic energy. They're constantly seen on the mic, quintessentially being the DJ's right-hand man, releasing the frantic spark that's helped them develop the music scene significantly.

Whilst the concept of MCing originally dates back to the early 60s of Jamaica's popular genre, Dancehall, MCing better known in the former days as 'toasting', was when the art form of talking over a rhythm became popular. Using catchy rhymes whilst keeping the engagement with the crowd high, was what toasting was all about, fundamentally birthing deejaying and MCing into the sound-system culture. Over time, the UK music scene has progressively developed, with help yet little acknowledgement to the MCs and DJs who have made these achievements possible. Without the two, parties, raves and music in general wouldn't have the harmony and high-spirited exuberance it liberates today. Paying respect to the life of the party and core to the sound system is fully deserved as they made some of the UK's musical genres reach great successes and levels like no other.

With the ongoing growth of music in the UK, the culture of MCs has shifted into new paths, creating the attitude and genre of Grime. With many artists emerging from the heavily led MC scene, Garage, groups such as So Solid Crew and Wiley from Pay As U Go, took what they knew and turned it into their own, birthing the creation of Grime. Taking the liveliness of Garage and merging it with the wilfulness that Grime portrayed, allowed MCs to take it to another level.

From performing on stage, being the centre of attention to taking the time to create, write and release records, these MCs made their mark in the industry and proved they deserved the same recognition as everyone else. With more Grime MCs on the rise, they began to dominate the business. Taking over everything, listeners' interest grew by the day, inspiring MCs in other genres that...

**making a name for yourself was possible.**

NO  
CYCLING  
& NO  
BALL GAMES.







The impactful genre has grown to be predominately led by MCs throughout the decades. Over the past 25 years, MCs have been seen in nightclubs paired with DJs, keeping the fire of the crowd lit and on pirate radio stations, spitting bars over fast-paced beats live for the public to enjoy. When asked who are some of the greatest MCs of Grime it's beyond question that D Double E, Wiley, Kano, Skepta and Chip will be mentioned as they've taken rapping to new heights. The storytelling lyricism these pioneers produced created a sense of relatability within the genre, which is why it continues to be loved by the streets of the UK. From rapping about day-to-day life in the ends of London, to altercations and experiences with girls, the merge of this over a string of dark electronic sounds worked perfectly.

When Grime MCs are seen working together, the musical talent that's released shows the industry that this genre deserves its flowers. Fan favourites like brothers Skepta and JME and even Lethal B and D Double E, have produced essential tracks in Grime that are hard to forget about. Even if you're not an avid listener of Grime, you've probably heard people shouting "That's Not Me", reciting famous lyrics of Skepta's 2014 hit, which rejects the missteps of his past.



Photo Credit : Boiler Room



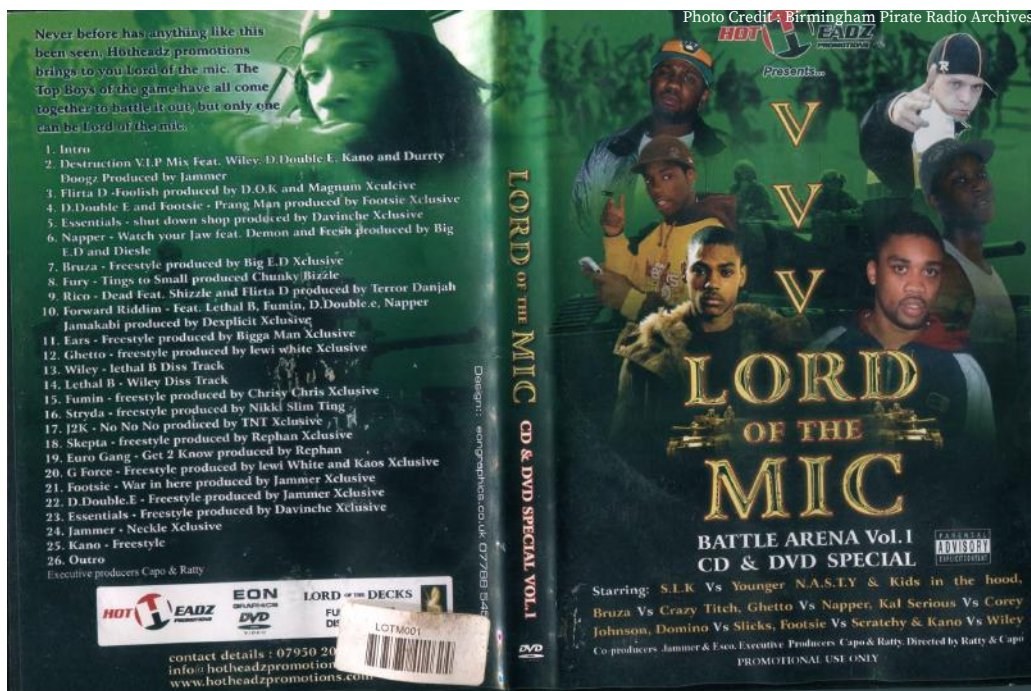
# CLASHES







MC collaborations have allowed them to reach success of BRIT and MOBO awards, however recognising the clashes between Grime musicians is unavoidable. Clashing has been around since the birth of Grime and is fundamental to the evolution of the genre. Two MCs going bar for bar, rapping their greatest lyrics targeted towards each other was and is still the culture of clashing. It's hard to say who started the trend of MCs battling head to head, but the streets will never forget young Kano and Wiley facing a shaky camera in the basement, delivering lines that left the scene amazed. Kano sending for Wiley with “When I spit, I spit to kill, spit fire, set alarms, you know the drill.” and Wiley hitting back with “And if they wanna clash me? Wile' em up” lasted for a recording of 17 minutes. Whilst this happened in 2004, the Grime scene will forever replay the battle, thanks to DJ and MC Jammer who hosted the Lord of The Mics, recording the game’s most notable clashes. All it took was a basement in Leytonstone, East London, three Grime instrumentals and two MCs performing a 16-bar rap, to create a pivotal moment in Grime history. Lord of The Mics captured MCs P Money, Skepta, JME and Chip combining elements of Reggae and Grime, performing their well-written lyrics over a fast-paced beat, enhancing the style of their British accent.



Whether it was acapella or over a 140 bpm string of sounds, whoever could get the crowd to react the loudest determined the winner. Clashing was all about who had the best flow, lyrics and sound, and whilst the battles were held in private, the live audience never failed to make noise when they heard the maddest bar. The concept of clashing has created a rivalry in Grime, ultimately adding fuel to the fire of MC disputes. Whilst nothing will ever match the legendary roots, its influence on artists has brought recent clashes Cadell Vs Novelist and Stormzy Vs Wiley.



Jammer's basement and help from the DVD series, Lord of The Mics, recorded Britain's most iconic rap battles and inspired a wave of youths to join in on the hype. Youngsters gathering around writing raps defines Grime and perfectly portrays what it's like to be in the centre of London's underground subculture. Clashing was all about going head to head however, it's clear to see that working together has brought remarkable success that the streets will never forget.

Photo Credit : Ewen Spencer



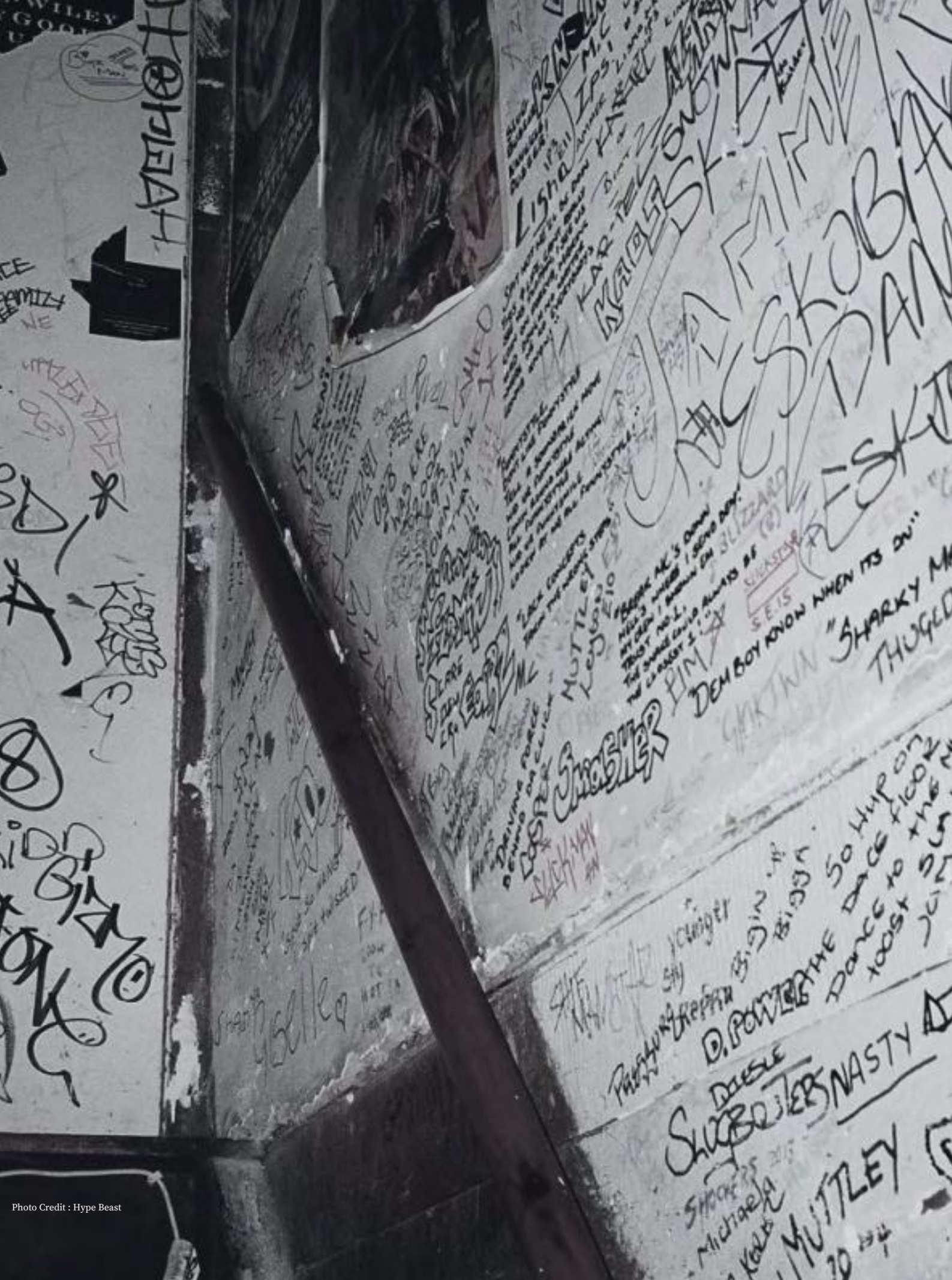


Photo Credit : Hype Beast

Jammer's Basement Wall

Signed by MCs and DJs who have visited and produced there

**“I RATE ANYONE  
FROM THE  
ENDZ”**

*-PAIGEY CAKEY*





INTERVIEW:

# PAIGEY CAKEY



Music wouldn't be what it is today, without its help from the Motherland of Grime, East London. The city's fusion of cultures and values has created a way of life for youths growing up and adults evolving. Being born and raised in an area with such an impactful influence is bound to shape who you are and your interests from music, art, fashion and beauty. Exposed to these experiences, was Britain's hottest female MC, Paigey Cakey.

Residing from Hackney, she witnessed the cross-culturalism of Caribbean and African influences to the urban street life of London, essentially contributing to her passion for music. The 31-year-old's career started from young through the field of acting. You may recognise Paigey Cakey, also known as Paige Meade, from starring alongside John Boyega in British sci-fi film, *Attack The Block* or in BBC's drama series *Waterloo Road*.

Whilst she continued her love for acting, the fondness for music has always been undeniably present in Paige's life, as ever since a youngster she would write songs and perform them for her mother. Swiftly moving into the music industry in 2012, she's been able to make a name for herself by delving into MCing and singing, whilst mixing genres of Grime, R&B and Reggae. Paigey Cakey's unique sound and openness to music have brought her great success throughout her career, allowing her to speak fluidly about her upbringing in Hackney and other childhood experiences. Through her music videos and lyricism she's portrayed the East London lifestyle and what it was like to be in the heart of culture.

Adding to her achievements, she's worked with talented artists within the scene like Stormzy, Chip, Geko, Sneakbo and So Solid Crew, pushing her growth as a musician. As of recently, she's been seen doing it all from participating in one of Misfits' most popular female boxing fights to indulging in new expertise like fashion and cooking. Paigey Cakey has gained a huge following throughout her career, being spotted by today's generation across all social media platforms, and documenting the ins and outs of her life.

The creative's rise in popularity continues to progress, branching out to new audiences and fans daily, leading us to reach out and go ahead with this interview. Shedding light on Paigey Cakey's successes, whilst understanding her artistic positions, is what **ENDZ Magazine brings to you...**



**ENDZ MAGAZINE : For anyone who may not be familiar with you and your work, how would you describe yourself as an artist?**

**PAIGEY CAKEY:** I go by the name of Paigey Cakey, I'm a rapper & actress from Hackney. I'd describe myself as a fun, energetic & lyrical artist who merges rapping and melodic singing to make music to vibe too.

**ENDZ MAGAZINE : Listening to your music, you've been heavily influenced by Grime and a fusion of other genres such as R&B and Reggae, yet your songs are so distinctive from the crowd.**

**Talk to me more about how these genres have helped shape your own sound and which artists have inspired you along the way.**

**PAIGEY CAKEY :** Growing up I was a big fan of Ms Dynamite, So Solid Crew & Missy Elliott so naturally I merged the 2 type of sounds giving me a bouncy flow on a UK style beat!

**ENDZ MAGAZINE : Residing from East London, Hackney, there's no doubt you've helped put your town on the map. With mentions of your of it in your 2022 song 'Trust Me' such as 'N16 is my Hackney side' and 'Beside the fact I'm from the ends is who I am today'.**

**How would you say your area has had an influence on who you are as a creator and how your endz have made you who you are today?**

**PAIGEY CAKEY :** Growing up in Hackney was one of the best things. Not only did I get the rough side I also got the quirky, arty influence. I'm very street wise and confident and I think this is mainly due to where I grew up and who I grew up with. I saw a lot of negative things as a young teen and always wanted to better for myself. I always had a dream. Luckily Hackney had a lot of youth clubs, studios and free workshops for the youth so I've had a lot of help on my journey from my Hackney borough alone.

**ENDZ MAGAZINE : The industry you're in is known to be a predominately male scene, yet you've opened up doors for many female artists to get involved and be heard as well. Did the uneven balance of males to females ever affect your work or mentality? If so, how did resolve this?**

**PAIGEY CAKEY :** Life itself is very male dominated so I knew what I was stepping into before I entered the music industry. It's never really bothered me. I'm aware I'll always have to work twice as hard. However one of the pros of being a female in the industry is there's a lot less women than males so it's a lot easier to be seen.



Photo Credit : Digital Spy

# FROM ACTING...

**ENDZ MAGAZINE:** Did seeing other black creatives, such as Ashely Walters, inspire you to take up both fields and allow you to recognise that you can mix the two?

**PAIGEY CAKEY :** I'll be honest, at the time nobody really inspired me I was just following my heart and hobbies! However Ashley Walters is a big pioneer in the UK and probably one of the first musicians in the UK to step into acting from music so I have to give him his flowers.

**ENDZ MAGAZINE :** In your song 'Hot Tings', you mentioned the line 'Grew up in the ends with the friends'.

Tell me more about the impact your friends and family have had on your life and how it led to your creativity

**PAIGEY CAKEY :** I love speaking about my journey but in a fun way. It's nice to include lines other people can relate too 'Grew up in the ends with the friends'. << everyone grew up in an area with their friends. So it's a catchy relatable line! As for my family, they have always supported me on my music journey which has made it easier for me.

**ENDZ MAGAZINE :** Many may recognise you for your roles in popular names such as Waterloo Road and Attack The Block. For many creatives, acting and music go hand in hand and can help inspire each path. Describe how your career in acting started and when you realised your talent and interest for music.

**PAIGEY CAKEY :** I've been acting and making music since I was as young as 10. In school I studied both music and drama and went on to take them both as a GCSE. I've always had a passion for 'performing arts' which is music and acting so it only made sense to pursue them both later on in life. They both require a lot of confidence and personality and that's me all over, I've never been shy or afraid to delve right into something.

# TO MUSIC

**ENDZ MAGAZINE :** You've collaborated with some well-known names in the industry such as Chip, Stormzy, Yungen and Sneakbo, whilst also supporting group So Solid Crew at the O2 Indigo in 2013.

What was it like to make hits with these artists and describe the relationships you've been able to build?

**PAIGEY CAKEY :** Working with artists you look up too is always nice. I love building relationships in the industry. Having someone you can call from advice in the same field is always great!

# THE NEXT PAGE

**PAIGEY CAKEY** FOR

**ENDZ MAGAZINE:** As of recently, you've been taking up new careers such as boxing. Being an athlete myself, finding the perfect song to get me hyped is the key to my performance. What was that feeling of walking out to your own song like?

**PAIGEY CAKEY:** The feeling walking out was everything. It was a mix of overwhelming excitement mixed with anxiousness. It was still the best experience and just like you said picking the right song is a big thing. You want something that's going to amp you up and get you ready to fight and perform.

**ENDZ MAGAZINE :**Could we potentially see you indulging more in boxing or any new career paths?

**PAIGEY CAKEY:** I will definitely be stepping back in the ring for future fights. I'd also like to take my passion for food further too.

**ENDZ MAGAZINE :**You've been in the scene since 2012, perfecting your craft as a creative day by day.

What advice and words would you give to someone who is entering the rap industry and the youths who aspire to be successful?

**PAIGEY CAKEY:** Be true to you. Believe in yourself even when nobody believes in you. Remember to always stand out and always give whatever you do 100%



Photo Credit : Paigey Cakey

INTERVIEWED BY NAOMI GBADEBO

Huge thank you to Paigey Cakey for allowing  
ENDZ Magazine to join her for this issues interview

WE NEVER  
USED TO  
WRITE  
BARS FOR  
SONGS,

WE USED TO  
WRITE  
BARS FOR  
RADIO

ING  
NO  
GAMES.



# PIRATE RADIO

*THIS IS*





Without pirate radio, Grime would still be the alienated genre it first started to be.



Photo Credit : Simon Wheatley



Photo Credit : Sabrina Mahfouz

For Grime artists, recording songs in the studio was almost like the 'safe option' but stepping out onto the radio showed that you've got what it takes. No limits, no restrictions. Just artists rapping their hottest lyrics, unpolished and raw, proving they've got the bars to make a hit set.

Pirate radio has been fundamental for the growth of UK music culture with Rock n' Roll, Garage and Punk being some of the first genres on the stations. A way to broadcast your sound to the world, without the right to a valid license, was considered illegal but this didn't stop musicians from allowing their voices to be heard. With the concept emerging in the 60s, pirate radio took a turn in the 90s and early 2000s as rave music was what everyone wanted to hear. Radio was booming! Just at their fingertips, the people got what they wanted by tuning into their favourite stations each day, however as sentences and fines grew broadcasters were forced to go legitimate. Kiss FM, Britain's leading radio station, was forced to apply for a license to keep running whilst others had no choice but to cut their journey short. Community radio was flat and the sound of streets was silenced. No stations and no radio left the city empty and unsatisfied but nothing defeats London. Creeping its way back onto the frequency, Londoners brought pirate radio back, introducing new and unsung music such as Grime



# TOWER HAMLETS

Not giving a f\*ck was and still is one of the biggest ethos' behind Grime. The unorthodox thinking the youth followed is what set them apart from society and there was no better way to express these thoughts than through pirate radio. MCs didn't need a fancy set-up to drop their hottest lyrics, as the best stations came from low-budget council flats. 20-30 youngsters in a room surrounded by chicken shop boxes and weed, rapping and hyping each other up was all they needed to produce the true sound of Grime. Everyone going back to back and bar for bar was what pirate radio was all about. **A place for artists to speak their uncensored truth, on their own station.**



Photo Credit : Dazed

# RINSE FM

From climbing to the highest point in tower blocks, hiding makeshift transmitters to homemade setups pirate radio took dedication. Grime artists would do anything to keep their sound heard even if it meant climbing to areas out of bounds. Founder of East London-based station Rinse FM, DJ Slimzee, was one of the most popular pioneers within the Grime scene, significantly helping the development of the genre. If you wanted Grime, tuning into Rinse FM was the place to go as he produced sets like no other. Hosting the 90s/early 2000s Sunday afternoon Grime shows, DJ Slimzee showcased the peak of Grime, involving MC and close friend Wiley to create unusual melodies. Believing in his craft and paving the way for Grime in pirate radio DJ Slimzee's Sunday show eventually came to a halt after receiving, what's thought to be, the first anti-social behavioural order. Being banned from every rooftop in the borough of Tower Hamlets, East London, ended the apex of Slimzee's career but didn't stop him from continuing his love for Grime as since his return has produced sets with Skepta, D Double E, Jammer and JME.

Residents of London boroughs Hackney and Lambeth grew up listening to pirate radio and created everlasting memories within the African and Caribbean community. With pirate radio on the rise locals appreciated the sound of their area as it was known to play the best new music, whilst also receiving relevant updates regarding community events and club nights. The early 2000s saw stations like Deja Vu FM, Kool and Rinse FM create London's most influential genres of underground music, giving Grime the recognition it deserved.



Photo Credit : Harkh Karan



**LIKE SKEPTA SAID,**

**“SHOUT OUT EVERYBODY WHO GOT ON A ROOF AND PUT UP AN  
AERIAL FOR THE RADIO STATIONS TO TRANSMIT,  
BECAUSE THEY DEFINITELY GAVE A VOICE TO YOUTH OF THE UK IN  
THOSE DAYS.”**



Photo Credit : Factmag

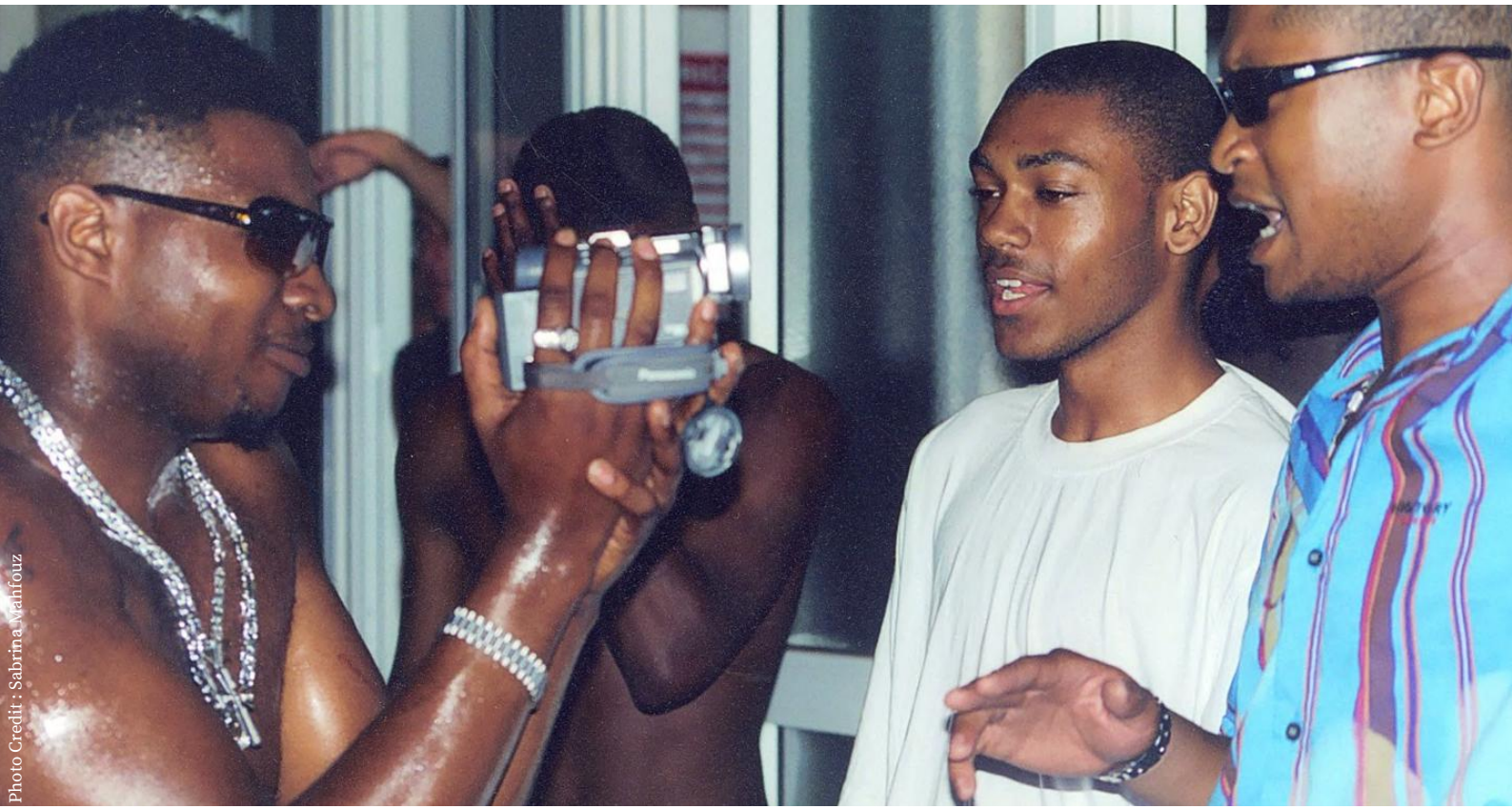


Photo Credit : Sabrina Mahfouz

**THIS IS OUR SOUND**

Whilst this way of promoting music was illegal, the Grime subculture saw past the idea as music is music, at the end of the day. No matter the trials and tribulations the youths had to go through to put their voices out there, the rebelliousness against society continued to grow. Legal or not pirate radio has created a genre for the people, inspiring a generation over time.

## REMEMBERING



## PIRATE RADIO

Pirate radio was the only radio they knew and despite the complications, it has birthed some of the most undisputed, inspiring MCs such as Wiley, Kano, Skepta and Lethal Bizzle. Though Grime's pirate radio has been quietening down recently, appreciating the meaning behind it and the memories it holds is essential for London's growth in music and the development of the Grime subculture.

# LONDON BOROUGH

# MARQUESS RD ESTATE

(WHICH RETREATS...)  
 DOWN AND YET...  
 THE DESIGN, IN...  
 YET TITLED AND NEVER...  
 THE MAP OF THE ESTATE...  
 WILL HABITUALLY...  
 TOMBS...  
 OTHERS...  
 IN THEIR OWN...  
 THE MAP OF THE ESTATE...  
 AN EPIPHANY OF...  
 SYMBOLS AND SILENCE...  
 IN THE LONG, ALARMED...  
 NIGHT.



LOOK AT ANY MAP OF ANY CITY AND YOU WILL NOT FIND MANY OF THE LARGE, NAMELESS NETWORKS LINKING VARIOUS BLOCKS OF A GIVEN COMPLEX ARE NOT ACCORDED THE SAME VALUE AS STREETS. MOREOVER, THIS FEELING OF ABSENCE IS REDOUBLED BY THE LARGE PAINTED METAL ESTATE SIGNS THAT SERVE NO USEFUL FUNCTION FOR THE RESIDENT AND LESS STILL FOR THE VISITOR, FORMED AS THEY ARE LIKE SHADOW PUPPETS & BLACK SHAPES HOVERING OVER A FIELD OF WHITE ENIGMA. THESE SIGNS ARE NOT SO MUCH GUIDES AS RYMES - BOUNDARY STONES MARKING THE PERIMETERS OF AN UNKNOWN WINTERLAND. THIS PATTERN OF GHETTOSATION, THE IDEOLOGICAL STRANGLEHOLD OVER SPACE WHICH ORGANISES ANY CITY, IS A POWERFUL CONSTRUCTION THAT IT WOULD BE DIFFICULT TO BREAK ALONE. FOR THE ESTATE SIGN IMPLIES THAT HOWEVER ONE MIGHT BE TEMPTED TO WANDER, TO INDIVIDUALLY OVERCOME THE CITY BY VIRTUE OF ONE'S FOOTFALLS FREEDOM ONE MIGHT BE DIFFERING REALITY, ONE IS INEVITABLY BROUGHT BACK - YOUR JOURNEY IS NEVER A ONE-WAY TICKET. THAT SORT OF JOURNEY WOULD REQUIRE A COLLECTIVITY, A VIOLENT FORCE OF A CERTAIN MAGNITUDE THAT WOULD VANQUISH, ONCE AND FOR ALL, THE CAPITALIST PRODUCTION AND COMPARTMENTALISATION OF SPACE. AS IT STANDS THE CURRENT PRODUCTION OF SPACE IS INSIDIOUS ENOUGH TO BE ACCEPTED AS IT STANDS, MANY, AND CRUEL ENOUGH TO EVEN TAUNT YOU WITH ITS POWER. RATHER THAN ACTING AS NAVIGATIONAL AID, ACTS AS A JEERING GUIDE TOWARDS SOBERING, PERHAPS EXISTENTIAL, RECOGNITION OF ENTRAPMENT - PROCLAIMING AS IT DOES → YOU ARE HERE.

YET THIS NEUTERING OF OUR SOVEREIGNTY MUST CONTINUE TO BE RESISTED AT ALL COSTS - WE SHOULD UNDERSTAND THIS AS AN INCITEMENT TO ENDLESS REVOLT, A PROVOCATION THAT ACKNOWLEDGES

YOU ARE HE, YOU ARE HER, YEAR, HOUR, ERK

LONDON

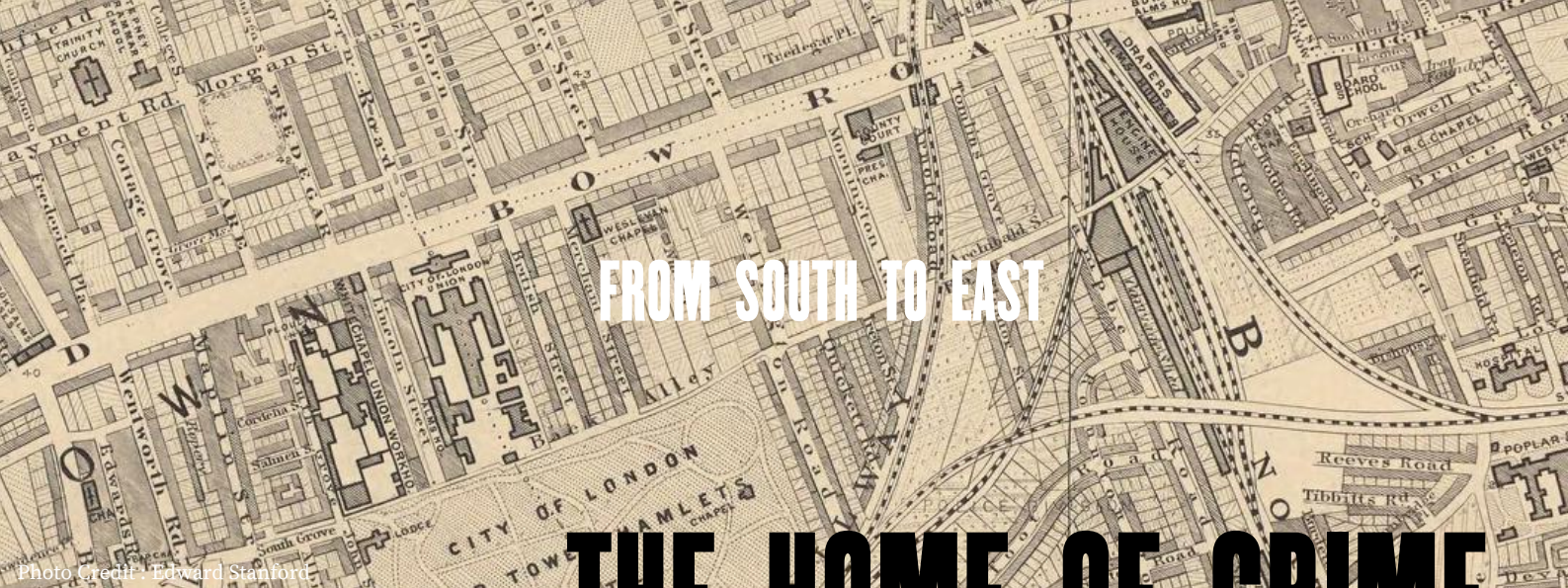
# ESTATE CULTURE

LIFE ON THE BLOCK



Tower blocks and council flats are where you're single-handedly pushed into when living in London's working-class system. The brutalist architecture of colossal, concrete-structured buildings has given areas and people of the community a cold and soulless sense. Making up a large percentage of London's housing, the poorly conditioned buildings are constantly neglected by the government, showing the lack of care and importance towards these Londoners. The unusual designs of tower blocks have been built with the sole purpose of functionality, and with zero acknowledgement of how this will affect the people, it's grown to be the centre of crimes such as violence and vandalism. With the disregarded planning of under-served, high-rised blocks it's essentially created a bubble of poverty but making the most of the hand they were dealt were the youngster of Grime's early days. This life was all they knew. Music and writing were their form of expression and although building a career based on their upbringing wasn't planned for these artists, it made sense. Letting the world hear their experiences came naturally for these Grime MCs, giving London's working class a voice.





FROM SOUTH TO EAST

# THE HOME OF GRIME

East London council estates have been known to capture the beginning of Grime. Living in the rise blocks, often in a cramped room has influenced artists to share their way of living with the world. Youths in a tiny flat bedroom creating beats and writing verses is almost a universal experience within the Grime scene, yet everyone's story is different. The claustrophobic spaces have produced some of the best sounds in the industry, with artists like Dizzee Rascal and Tinchy Stryder being two pioneers from the blocks of Tower Hamlets. The struggle within the East London boroughs of Hackney and Newham, constantly being around poverty, has impacted Grime's way of writing. The raw style of spitting bars and artists' creativity bouncing off each other in an individual room was essentially a group of people hanging out. Grime was and isn't like any other genre in the industry and the biggest reason for that was these blocks and estates. The sense of community built through these buildings has guided the development of the subculture. It's created the most critical and memorable spaces in Grime and London culture, as the sound of music and laughter poured out of the rooms and playgrounds of the area.











Growing up in Bow's council flats has helped the world see some of the most extraordinary pieces in the industry. Whilst it's not the most ideal living situation, the community living in it have learned to find ways of better living whether that be mentally or physically. Finding a place to escape and clear the mind was essential for some of these artist's growth in creativity. You had people like DJ Slimzee and Geeneus climbing on top of 25-storey buildings, just to set up pirate radio stations but what people fail to acknowledge is the sense of escapism they had by doing this.



*PAKED*

Teenagers living in London, breaking into places they couldn't access, was unlawful but it allowed these youths to ultimately do what they love. It showed how much passion they shared for the sound, whilst also being freed from the claustrophobia of the 4 walled rooms. Seeing London from that perspective gave the subculture liberation, that no one else experienced. At the end of the day, it didn't matter what class or background you had, because these youngsters would always find a way to be content and wealthy at heart.



# THIS IS LONDON

It doesn't matter what part of London you're from East, South, West or North, as growing up and living in the city is bound to unleash your creativity. From childhood experiences of hanging out on the streets to community get-togethers being surrounded by family and friends, the city has built subcultures and traditions that will live on forever. Music, fashion and art's best work have been built by the streets of the city, inspiring the people to grow day by day.



Celebrating the gifted and acknowledging the influence of the endz is essential.

**THIS IS OUR ENDZ**















4.49



Special

3 BBQ OR 4 Spicy Wings & Chips



99

Chicken



Special

Ch... er  
& C...

Tower Burger & Chips



5.49



Chicken W... & Chips

99



# THE STREETS





# OF LONDON

# FASHION IN GRIME

Before Grime made its debut, it was all about Garage. The affluent 'flash' style of Garage where ravers would step into the nightclub drenched head to toe in their priciest designer clothes, ultimately describes the fashion of the genre. Labels like Moschino and Iceberg could be spotted from a mile away and policies such as 'no trainers' and 'no hoodies', added to the lavishness of Garage.



As time passed, and Grime was born, taking some musical inspiration from Garage, one thing that was left behind was the flaunting of fashion. You see, Grime came from the streets and simply put was made for the streets. The absurdly high-priced designer names and luxury labels weren't realistic for the youths growing up across London's estates. It didn't represent Grime and the people who made it.

With time, the subculture began to realise this, rejecting the idea of Garage's glitz and glamour, letting society know that what they wore was just the beginning of their revolt.



# TRACK SUITS



The Grime subculture was never interested in the luxury side of fashion as sticking to their upbringing of casual wear was all they knew. Grime fashion was all about the comfort and functionality of the clothes rather than the names and labels the American Hip-Hop style attracted. Whilst the subculture mainly dressed into dark, edgy colours of navy and black, hints of primary colours later came into fashion, taking influence from the golden era of 90s Hip-Hop. This wasn't the only thing Grime stole from the American industry as sportswear tracksuits seen on stars like Run DMC, made their way over to the UK, ultimately becoming the unagreed uniform of Grime.



Initially made for athletes in sports, tracksuits have been a part of UK culture since time began but have made their mark rightly with help from the Grime scene. An all-black matching set tracksuit was the easiest thing to style but also the only thing that the youths on London's streets had access to.

With limited money and help from those around them, brands like Nike and Adidas became the essentials, as their accessibility allowed the youngsters to impress the neighbourhood, which was primarily what they dressed up for. Tracksuits matched the hard and edgy energy Grime exhilarated and although it was what everyone had on, it matched the lifestyle of bedroom producers and weed-smoking activities most of the subculture would get up to.



Photo Credit : Pinterest

Whilst comfortability was the subconscious incentive of the style, the functionality of the sets played a big part in the way of London living. As Grime stars Lethal Bizzle and Skepta began dressing in blacked-out tracksuits head to toe, the secrecy and low-key associations with the style grew.

With more artists and youngsters realising the sense of safety they'd gain from wearing the tracksuit, it gave the subculture a chance to keep out of the way of society's cameras, enemies and rivals.



This piece has grown to be one of Grime and London's essentials to fashion and whilst politicians like David Cameron have deemed it to be 'aggressive', it's helped shape the sound of genre. Just by putting on a matching Adidas hoodie and joggers, society has aligned it with gang affiliation, inspiring newer artists like Stormzy to shut down the negative stigma around Grime's fashion.

With Stormzy's lyrics "Everybody calm down it's a tracksuit, what the f\*\*\* man? I ain't gonna stab you" and Skepta creating his team 'Tracksuit Mafia' the culture has begun to embrace their style of fashion, inspiring the scene to do the same. Thanks to these pioneers, collaborations with brand Adidas and rap legends Drake and Kanye West have been made possible. Grime fashion is beginning to be appreciated attracting more recognition, whilst still remembering the rugged history of the garment.

# TRAINERS

## AIR MAX

Although what you wore played a big part in your look, the trainers you had on said everything about you. If you stepped out in a pair of dead, beaten-up shoes just get ready to be cussed by everyone on the block!

There were several brands for the garments but there was only one correct answer for the shoe, and that was Nike. The Nike Air Max was loved throughout the Grime scene, quickly becoming the sneaker of the subculture. Looking back, everyone on the scene repped Nike, from the people in the back of Jammer's Lord of The Mics DVD series to Risky Roadz documented Grime videos, Air Max's was the sneaker of the time. Nicknamed the '110s', due to their price tag of £110, the Air Max 95s became the uniform of the sound and street culture of London, essentially a requirement for any MC. Wearing the Air Force 1s was an option but the ratings and comfortability of the Air Max's were unmatched. It provided stability for youths who were on their feet around the block all day, whilst even helping them outrun enemies and police in their endz.

Grime's fashion focused on realness, abstaining from the luxury side whilst still looking fresh out of the shops and the Air Max's did just that.





# LONDON STREET FASHION *NOW*



The Grime style is still prominent in UK fashion today but with more brands gaining popularity, could we be witnessing a turn in London street fashion?



Exclusivity seems to be on the minds of London's youngsters now as the price of the fashion industry rises and stock lowers. Being able to get your hands on established names like Trapstar, Corteiz, Palace and Clints, the monopolies of fashion, is getting more difficult by the day. Needing passwords to access the brand's website or watching their social media for hints of random drops, has boosted interest in these clothing lines. Whilst the look of the garments plays a part in the purchasing, London's fashionistas seem to be more interested in the name rather quality and appearance of the piece, evidently showing the shift of street fashion.

With brand Corteiz representing black culture through the releases of their Notting Hill Carnival Jersey in 2023 and Trapstar collaborating with Afrobeats artist Davido, the industry is beginning to shed light on the culture. These labels have been seen to celebrate the importance of being black in London, something which the fashion world seems the cast a shadow on, so having these brands may benefit the youth.



Photo Credit : HIGHXTAR





**BALANCE**

**DAVE**

**NEW**

**NEW GARMENTS IN STORE**

UK rap legend Dave has recently become the latest brand ambassador for New Balance and what better way to celebrate than the relaunch of the iconic 1000SL sneaker. Reflecting the futuristic, turn-of-the-millennium era the sculpted sneaker provides endless comfort but creating a blend of street culture and art was Dave and New Balance's main inspiration behind the collaboration.

Dave's partnership with New Balance has paved the way for musicians in the fashion world with their first collaboration in 2022. The dynamic duo, known for disrupting the fashion industry, can be seen exploring elements of culture, style and individuality through their latest piece. Growing up in South London, Dave's persona has been repeatedly influenced by street culture, so blending his roots with an artistic fashion-forward flair was the perfect way to showcase their design. Creating a pivotal moment in the music and fashion industry, the sneaker combines a mixture of Y2K and the modern sneaker style, expected to appeal to the younger, style-conscious generation.

Tying this project together was photographer Ewen Spencer, who has been seen capturing UK youth subcultures since the late 1990s. Through his photography and help from directors Elliot Elder and George Muncy, they've cemented the sneaker's place in contemporary culture, whilst also expressing the race for fashion in their short film.

The streamlined silhouette features prominent overlay panels, nylon eyelets and forefoot cushioning, providing the comfort and support New Balance continuously delivers. The silver, black and white colourway brings back that early 2000s feeling yet in a new-fashioned take, making it the perfect piece to style.





This campaign, already turning heads, has created a broader platform for showcasing music and personal style and with the flourishing relationship between Dave and New Balance, there's no doubt the two will collaborate again. Released on April 24 and retailed at £150, be sure to take a closer look at the sneakers on the official New Balance website.

# HOW

The unique blend of colours has taken experimenting with styles to the next level.

# TO STYLE



To dress a look up, maybe you're going on a night out or going for food with friends, try styling it with cargo pants and a leather-like varsity jacket.



RAWS HEAVYWEIGHT TEE  
£60

On the other hand, this shoe makes for the perfect daytime outfit, so going for a grey acid wash t-shirt with a pair of white jersey shorts will be sure to draw everyone's attention when roaming the streets of London.



BERSHEKA PLUSH BERMUDA SHORTS  
£15.99



Following Photo Credit : GQ

*THIS MONTH'S*  
**FASHION NEWS STORY**



# DA GREAT DENIM EXCHANGE



From crashing on his sister's couch to building one of the biggest streetwear cults, Clint Ogbenna, better known as Clint419 has created fashion's most wanted, Corteiz. Starting the brand in 2017, with screen-printed crewnecks, the brand's success has sky rocked, with its exclusive, one-of-a-kind designs. Building Corteiz brick by brick, Clint's fame is continuing to grow and fans seem to think he's only just getting started.

DA GREAT DENIM EXCHANGE is the event that saw New York's people aged 13-30 years old swarming the block of West Street. Similar to their London event, where Corteiz fans rushed to get their new 'Bolo' Jacket, New Yorkers were informed just two days before to wear their specific jeans in exchange for a brand new pair of Corteiz jeans. Only accepting brands such as Levi 501s, Carhartt, True Religion, Ralph Lauren, Calvin Klein, Palace, Amiri, Stussy, Supreme and Amiri Clint announced on Instagram that only 250 pairs of Corteiz jeans would given out.

Releasing the post on May 9th, streetwear heads only had two days to plan their day, which brought chaos to the streets of New York, with bystanders asking "What are they selling?" and the youngsters simply replying, "Jeans".

With over 300 fans queuing up for their pair of light/denim-washed Corteiz jeans, swaps were made and smiles filled the faces of New York's fashion community. Fans anticipating the event, left them with sleepless nights, showing the dedication and impact the brand and Clint have had on the industry. Exchanges worth \$400 were made and though the incentive behind the event was all for good, some questioned why would they do that with replies from people in the line saying "It's the energy man!"

Fans got what they wanted and more, as pictures with the founder were taken and signed dollar notes were given to the people in the queue. Conversations and laughter were shared up and down the block and as the pair of jeans shortened, the success of the day was quickly recognised. As promised, Clint ended the day by donating all 300 pairs of jeans to local youth charities in New York, giving back to the community and adding to his legacy. The exchange's reception was like no other and if one brand was to do it, it has to be Corteiz.



Photo Credit : Graffiti Street

**SLAWN**

**26.06.24**

**ROLEX**



slawn is going crazy rn!!



yooo



his new piece is 🔥 🔥



# SLAWN

## Meet Olaolu Akeredolu-Ale, better known as Slawn.

You may have seen his iconic pop art graffiti showcased across Picadilly Circus or collaborating with friends and well-known creatives Skepta, Virgil Abloh and Central Cee. Rooted at the forefront of London's creative landscape, the Nigerian-born artist currently has the world's attention at his fingertips with his ability to represent black culture through his distinctive child-like style.

After moving to London in 2018, Slawn found his passion for art through the boredom of the COVID-19 lockdown. Whilst the 23-year-old first interest began in skateboarding he never imagined himself picking up a paintbrush and creating some of the most distinctive pieces seen in the industry. His spray-painted style intersects street art with an abstract twist, expressively displaying elements of politics, human psychology, race and other complex societal issues. Through the feeling of freedom expressed throughout his work, he's not only shown the world how his traditions of growing up in Nigeria's Yoruba tribe have influenced his life but also the struggles of dealing with racism daily.

Slawn's free-spirited mentality and interest to quote 'Fuck around with the art world' has brought him great success as his art has been seen featuring with some of the highest-ranked names. With one of his most recent pieces reaching £31,750 at an auction, the young creative has had the opportunity to design 2023's Brit Awards statue, which attracted a wide range of new audiences to his work. Slawn is just beginning his career, yet he can be spotted across numerous galleries and celebrity homes worldwide, evidently showing the younger generation that anything is possible.



Photo Credit : @olaol\_sawn



Photo Credit : Circa



## **“THIS ALL STARTED AS A JOKE. BUT SOMETIMES JOKES BECOME SERIOUS AND THAT’S JUST HOW LIFE IS, MAN.”**

The self-proclaimed ‘scam artist’s’ work is like no other, causing constant disruption within the art scene. Slawn’s colourful way of depicting elements of African culture is a conversation starter, as each story told through his paintings is analysed. His way of displaying his style matches the modernised mentality in today’s world, allowing him to continue building his platform.

Though Slawn can be noticed throughout London, the young creative still lives his life like the rest with partner Tallula and baby boy Beau. The duo of Slawn and Beau is currently a fan favourite, with them modelling for the recent Mowalola x YZY collab and Burberry’s latest campaign shot by photographer and family friend, Gabriel Moses. If that’s not enough for you to recognise the two, you may have noticed Beau on stage at Glastonbury Festival with rapper Central Cee as he performed his hit song ‘Sprinter’.

Being amongst so many creative personalities within the industry has allowed Slawn to not only grow immensely but also build new friendships. Clint 419, founder of London streetwear brand Corteiz, and Slawn are essentially unstoppable as their collaborations have set new standards in the scene. Their designs and unorthodox mindset to challenge society’s expectations is what keeps the industry awake, so watching out for future collaborations from the two is a must!

**-“AMEN”**

# NEXT

# IN FASHION...

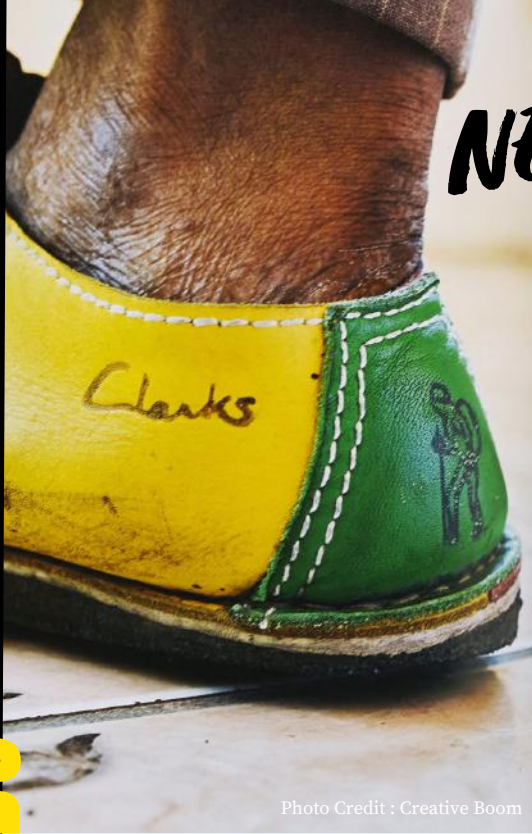


Photo Credit : Creative Boom

Clarks have been around since the early days of 1825. The evolution of the brand is incomparable and with their popular style of the shoe 'The Wallabees' they've reached huge success globally.

Reaching an unexpected audience of Jamaican culture in the 1970s, it has essentially become the shoe of the country. From dancehall artists Popcaan and Vybz Kartel, making the hit song 'Clarks' celebrating the love for the shoe to Jamaican Rude Boys repping it on the streets, the tie the brand has with the country is unbreakable.

Clarks Wallabees are all UK school kids wore growing up and if you didn't have a pair then you weren't wearing your uniform with style. Lunchtime football games would ultimately ruin the look of the shoe but school kids today say that they've had some of the best games in their Wallabees!

Whilst the shoe's multifunctional purpose has seen it all from the UK's school playgrounds to the Jamaican streets, it's slowly starting to become a staple in today's streetwear fashion. The various colourways and prints the Clarks have been releasing recently have seen a surge in sales and have only continued to grow as stars like Tyler The Creator, Dizzee Rascal and influencer Addison Rae have worn them. The Wallabee makes for the perfect summertime shoe and is becoming key to the unisex streetwear style. The classic silhouette makes it easy to style, and with collections selling out quickly it's no doubt that this shoe is gaining its title to be a classic.

Partnerships with brands BAPE, Supreme and Carhartt WIP have helped the shoe boom in fashion and with more recent collaborations such as the pirate radio Mockumentary series, People Just Do Nothing and Jamaican artists Popcaan, the streets of London have never been more interested. The collision of the UK's underground genre and Caribbean influences has given the Wallabee a greater meaning, pushing Londoners to represent the shoe with pride. Adding that luxury touch to a casual outfit is what the fashion industry currently lives by, and Clarks looks like the perfect way to achieve that.

# THIS MONTHS TRENDS



Photo Credit : British GQ



Photo Credit : Highsnobiety

When people think of adding the finishing touches to an outfit, opting for jewellery seems to be the first thing everyone grabs but with recent work from brands in the industry, your look can be complete from the moment you put it on. New York-based brand Carlton Yaito, recently just dropped their Swarovski Rhinestone Fitted Cap, which has caught the eyes of fashion influencers all across Instagram. This trend has inspired other Instagram boutique shops to get involved with the hype and you can find them by searching for Hats.La and NoMoreSlums.

The decked-out fitted cap has influenced more women to get involved with streetwear fashion. The concept of merging jewellery onto accessories and garments is becoming the new way to level up a look even being spotted on celebrity favourites Rihanna and A\$AP Rocky. As the couple attended Pharrell William's first Louis Vuitton Men's SS24 show, they can be seen wearing a matching double denim look topped off with a pearled beanie. The star's looks didn't disappoint as many people took it to Instagram and Twitter to comment on how well-dressed and cohesive the pair looked, convincing others to hop on the glamorous trend.

**WILL YOU BE  
TRYING  
THESE...**



Photo Credit : Carlton Yaito



Photo Credit : W Magazine

**NEW  
STYLES?**



Photo Credit : Fomo.Studios

" I'M GASSED TO OPEN  
DOORS TO...

# #MERKY FC

"



THIS MONTHS NEWS EVENT

Photo Credit : Merky FC

# “I HOPE TO INSPIRE CHANGE...”

Is what the 30-year-old British rapper said with the launch of his new community centre #Merky FC. Stormzy has done it all from headlining at Glastonbury to winning three Brit awards, and with the creative still on the hunt for success, he's excited to embark on his new journey helping young black people grow on and off the pitch.

Existing Adidas ambassador, Stormzy, hopes to boost creative passions in music, content creation and esports with the launch of #Merky FC located just minutes from where he grew up in South London, Croydon. The drive to create change whilst also being an outlet for youths and young adults to indulge in their interest was the rapper's incentive behind the project claiming that Adidas were 'full steam ahead' when he came to them with the idea. The centre features football pitches, state-of-the-art recording studios, gaming hubs and many other multifunctional rooms, inspiring youngsters to step off the streets and into an area of opportunity. Already forming a starting of 11 brands to get behind the concept, #Merky FC is accelerating into success inviting the community to join him.

Throughout Stormzy's career, he's constantly shed light on areas the government repeatedly neglect such as his work regarding the Grenfell Tower tragedy. With the ongoing increase of knife crime within London the rapper refuses to let this issue fall into the same shadow. His desperation to leave a positive stain on London has been reflected with the launch of #Merky FC and aims to continue giving the community facilities he didn't have access to whilst growing up in South London. Whilst the appreciation of Stormzy's work is more than celebrated, Londoners question whether he should be taking matters into his own hands. One local mentioned "It's wonderful that Stormzy is doing this but it shows just how much our government is failing that a rapper and a huge corporation are stepping in to do their job for them," showing the frustration towards the lack of care from politicians. These ideas are constantly sparking conversation, pointing fingers at our broken system however what are your thoughts?

Do you agree?

**WILL YOU BE BOOKING  
YOUR SLOT AT**

**#MERKYFC**



Photo Credit : Merky FC

The heights British rapper Stormzy is reaching is like no other and with his urge to push diversity within the creative fields of football and life, he doesn't plan to stop anytime soon.

After years of planning, the long-awaited community centre is finally here, opening its door on May 2.

**MAKE THE ASSIST.  
CHANGE THE GAME.**





**NO BALL GAMES**

  
Lambeth Housing

DAS  
BORN TO BE BRA

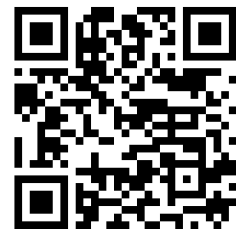


We'd like to thank you for joining us on this month's issue. Without guidance from the community, capturing the culture of London's most compelling subcultures wouldn't be possible, so recognising the people who make this achievable is fundamental to us as a brand. Through our story-telling photography and informative articles we hope you feel inspired to celebrate the people of your culture and life.

At ENDZ Magazine helping the community grow is what we stand for and one way we make sure of this is by acting sustainably. Using fewer materials, and making our magazines easily recyclable is our first step, however, we'd like to invite you to keep the spark alive. We believe our issues are timeless and influence others to acknowledge the life around them, which is why we appreciate our readers heading down to their local bookstore to sell/donate our issues. Whether that's individual bookstores around your town or using online websites, with your help our magazine will live on forever allowing others to get the 'ENDZ' experience.

If you've enjoyed this magazine, why not check out our website where you'll be able to see more of our content such as the behind-the-scenes of our photoshoots and all the latest info for our next issue.

By simply scanning the QR code you'll be directed to our site, giving you your very own digital copy of this magazine and access to all **ENDZ Magazine's exclusives!**



## **SPECIAL** THANK YOU TO

CAMRON ● NEVAEH ● AALIYAH ● SAHO  
RACHEAL ● JOAN ● ELLA ● LUCIA  
RAYMOND ● PAIGEY CAKEY ● TOPE



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MADE BY THE STREETS

ENDZ 

FOR THE STREETS

# ENDZ

magazine



NAOMI GBADEBO

