



RAGGARE

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- Raggare is a subculture found mostly in Sweden, Norway and Finland.
- Raggare are related to the greaser subculture and are known for their love of hot rod cars and 1950s American pop culture.



- Loosely translated into English, the term is roughly equivalent to American "greaser", English "rocker" and Australian "Bodgie and "Widgie" culture; all share a common passion for **mid-20th-Century American cars, rockabilly-based music and related fashion.**



- While the raggare movement has its roots in late 1950s youth counterculture, today it is associated mainly with middle-aged men who enjoy meeting and showing off their retro American cars.



FASHION

- The clothes and hairstyle are that of 1950s rockabilly. Blue jeans, cowboy boots, white T-shirts, sometimes with print (also used to store a pack of cigarettes by folding the sleeve), leather or denim jacket. The hair is styled using some pomade.



HISTORY

- Formation of the raggare culture was aided by Sweden staying neutral during World War II and untouched by the war, due to which, Sweden's infrastructure remained intact, the country was receiving aid from the Marshall Plan, and export economy boomed, which made it possible for the working-class Swedish youth to buy cars, in contrast to most of the rest of the Europe, which needed to be rebuilt.
- When raggare first appeared in the 1950s, they caused a moral panic with concerns about the use of alcohol, violence, high-speed driving. Raggare gangs were seen as a serious problem. The film *Raggare!* covered the issue in 1959.
- Later, raggare often got into fights with hippies and punks.

PUBLIC IMAGE

- Because of their mostly rural roots, retro-aesthetics, raggare are often depicted as poorly educated and financially unsuccessful.





THANKS FOR YOUR ATTENTION!

