# Jerks launches exclusive appointment-only vintage store blending counterculture and sustainability



Jerks has risen from modest beginnings as a vendor of concert T-shirts to becoming one of the largest online vintage clothing retailers in the UK. Recently, the brand has taken a bold leap into the physical retail space with a carefully curated, appointment-only store in South London. Defined by an ethos of exclusivity, Jerks has chosen a semi-hidden location, primarily to cultivate a unique shopping experience. Customers must book an appointment via direct message, only then receiving details of the industrial site in New Cross. This creates an atmosphere of intrigue—adding to the allure for those in the know.

The carefully selected inventory within Jerks’ store showcases a niche range of items that can be described as "esoteric" by fashion aficionados. Among these, the collection offers original tour shirts from the ’70s and ’80s, ironic prints celebrating the carefree spirit of the ’90s, and limited-edition memorabilia, such as marbles from a 1999 merchandise drive for "The Sopranos." This curated approach contrasts sharply with an oversaturated market where any individual can start a vintage store with a mere eBay account, and is emblematic of the brand's commitment to quality over quantity. Owner Sloane elaborates on this vision, stating, “I want every single piece that we have to legitimately be someone's next favourite item.”

This curation philosophy is pivotal to the brand's success, not only among vintage enthusiasts but also in the celebrity realm. High-profile figures such as Billie Eilish and Harry Styles have been spotted wearing Jerks’ items. Sloane notes that the visibility among A-list personalities helps elevate the status of vintage clothing. "It's nice to be flying the flag for vintage," he says, highlighting how the choice of celebrities to wear pieces from Jerks can challenge the predominance of high-end fashion brands, turning used clothing into desirable fashion statements.

Moreover, Jerks is not only limited to clothing. Its collaborations reflect a broader cultural footprint—its recent partnership with Los Angeles-based brand Pleasures features a collection that mixes 80s and 90s drug-themed shirts with limited-edition art pieces. This cross-pollination of fashion and art further enhances Jerks’ standing in the vintage community, as it not only sells clothing but also promotes a lifestyle steeped in counterculture.

The appointment-only model speaks to a growing trend in retail, where exclusivity and bespoke experiences are becoming paramount. Unlike traditional retail spaces that thrive on foot traffic, Jerks intentionally creates a “what-is-this?” allure. The concept of the “not-for-everyone” shopping experience resonates deeply in environments where consumer fatigue from mass-produced clothing is prevalent. As Sloane notes, the rarity of the items means a customer is likely to step away with something truly unique—reinforcing a cherished notion that vintage can stand toe-to-toe with luxury.

Overall, Jerks embodies a more sustainable approach to fashion, promoting a shift away from rapid consumption. “There’s so many amazing clothes out there,” Sloane asserts, advocating for the treasures already available rather than a constant influx of new products. This aligns with a broader cultural movement focused on sustainability, which increasingly appeals to the eco-conscious consumer.

As Jerks continues to carve a niche for itself, the blend of rarity, quality, and cultural resonance is likely to solidify its reputation as a cornerstone of vintage retail in London. With its carefully curated offerings and a commitment to sustainability, Jerks not only revitalises vintage fashion but also contributes to a larger conversation about consumer values in a rapidly changing world.

### Reference Map

1. Paragraph 1: [[1]](https://www.gq-magazine.co.uk/article/jerks-vintage-store-london), [[2]](https://jerks-store.com/pages/store)
2. Paragraph 2: [[1]](https://www.gq-magazine.co.uk/article/jerks-vintage-store-london), [[3]](https://hypebeast.com/2022/5/jerks-teejerker-vintage-clothing-rare-t-shirts-clothes-shoes-accessories-london-uk-website)
3. Paragraph 3: [[1]](https://www.gq-magazine.co.uk/article/jerks-vintage-store-london), [[4]](https://jerks-store.com/pages/information)
4. Paragraph 4: [[1]](https://www.gq-magazine.co.uk/article/jerks-vintage-store-london), [[5]](https://jerks-store.com/pages/pleasures)
5. Paragraph 5: [[1]](https://www.gq-magazine.co.uk/article/jerks-vintage-store-london), [[4]](https://jerks-store.com/pages/information)
6. Paragraph 6: [[1]](https://www.gq-magazine.co.uk/article/jerks-vintage-store-london), [[7]](https://www.deuxmoi.world/life-style/where-celebrities-vintage-shop)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.gq-magazine.co.uk/article/jerks-vintage-store-london> - Please view link - unable to able to access data
2. <https://jerks-store.com/pages/store> - Jerks™ operates a curated, appointment-only retail space in South London, SE14, offering over 750 unseen items to shoppers, stylists, and brands. Appointments can be booked through their website, with operating hours from Monday to Saturday, 10 am to 6 pm, and flexibility for outside these times upon request.
3. <https://hypebeast.com/2022/5/jerks-teejerker-vintage-clothing-rare-t-shirts-clothes-shoes-accessories-london-uk-website> - South London's vintage T-shirt emporium, Teejerker, is rebranding as Jerks™, expanding its offerings beyond tees to include a wide range of vintage clothing and accessories. The platform aims to provide privately sourced, hand-picked rarities related to counterculture, music, and arts, with collaborations featuring brands like Vans and Goodhood.
4. <https://jerks-store.com/pages/information> - Jerks™ specializes in used T-shirts, clothing, and objects with a focus on music, arts, and counterculture. They are dedicated to promoting sustainable consumption through curation, sourcing, and reference points. Shipping is available to various regions, with next-day fulfillment and tracking provided via email. Returns are accepted only if an item is incorrectly listed.
5. <https://jerks-store.com/pages/pleasures> - Jerks™ has collaborated with Los Angeles-based Pleasures to create a collection inspired by altered states. The 'Self Help' collection includes one-of-a-kind 80s and 90s vintage drug-themed shirts, collaborative designs, limited edition concrete pill sculptures, and a 32-page zine. Vintage T-shirts from this collection are available online and at the Pleasures Paris Showroom.
6. <https://www.tripadvisor.co.uk/Attraction_Review-g186338-d13976424-Reviews-The_Jerk_Store-London_England.html> - The Jerk Store is a free monthly comedy night held at The Barge House, located just off Regent's Canal in Haggerston, London. The event features a variety of comedic acts and has received positive reviews for its entertainment value.
7. <https://www.deuxmoi.world/life-style/where-celebrities-vintage-shop> - This article highlights various vintage shops frequented by celebrities. In London, Vintage Paradise is noted for its Y2K styles and has attracted stars like Olivia Rodrigo and Iris Apatow. The shop is part of the slow fashion movement, emphasizing sustainability and unique finds.