

links

SHUTTUP

TURN IT UP

AYUP REF!

index

AVIN A LAUGH

GODS

RICH & FAMOUS

Archive

LOUDMOUTH

ON T' BOX

DEEP END



The pic chosen for the rear of the sleeve. (click for full frame version)



DEF LEPPARD - JUNE 1979

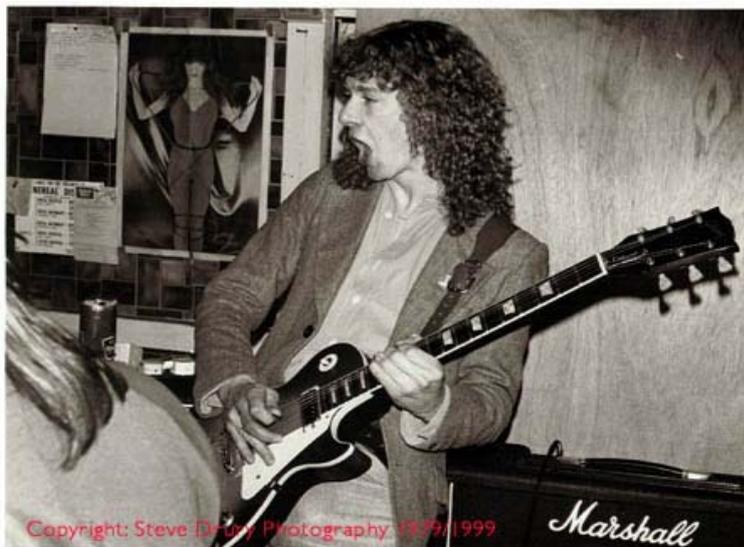
Wasted... Def Leppard's lost single sleeve

*The Summer of 1979 and something was stirring in
Sheffield*



This is a story of what might have been. An alternative reality. A record sleeve prepared by two young fans of a young rock band by the name of Def Leppard whose self-financed debut EP had taken the music press and then the fans by storm.

It starts in June of 1979 not long after Margaret Thatcher had been elected to be Britain's first woman



Prime Minister. Notts Forest had won the European Cup. The Electric Light Orchestra and Supertramp were the dominant rock acts, although Van Halen II was the album to buy.

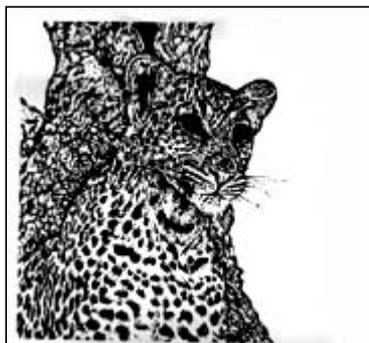
Def Leppard were preparing a follow up to their first record on their own label, Bludgeon Riffola. The EP had gone into a second pressing and the pressure was on to get another single out. There was a real possibility the band might be signed by a major label, but true to the punk spirit that had inspired them to release the EP, the plan was to get something out anyway. If the majors wanted a piece they knew what to do.



Pics from the same session - as featured on the recent VH1 Special

AYUP!

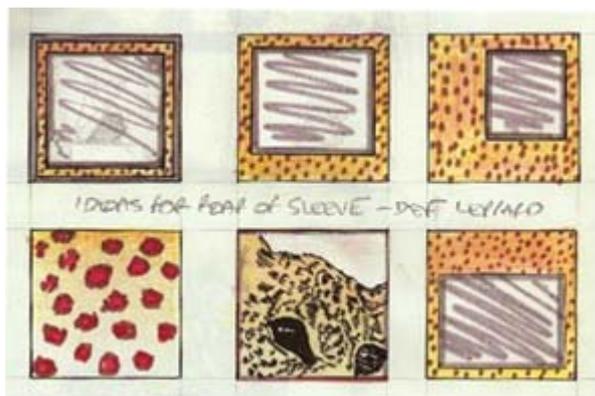
[click on the pics here for a full frame version](#)



The front of the sleeve -

A colour illustration based on this b/w version was to be framed by the border.

Of course the band were signed by Phonogram after they had picked up the EP for a third pressing. Two fans of the band had been brought in to work on sleeve artwork. One was young photographer and mate of Rick Savage's from British Rail Steve Drury, who would later make his name in the pages of Melody Maker and Sounds. The other was an art student from Barnsley who years later would surface as a record sleeve designer in



Early sketches

London, working for the likes of Wolfhounds and McCarthy as well as bands such as Simply Red.

The reasons why the artwork wasn't used by Phonogram are not known. Clearly the label felt that the cheap two-colour approach was not sophisticated enough for a band soon to be supporting AC/DC and Sammy Hagar in huge venues. Maybe the Leopard illustration was out of step. Certainly the logo chosen for the bands first album "On Through The Night" would be used for two decades. The rest is history.

We just thought you'd like to see what the band were up to before they made the big time in these rare photos and sketches. Its clear that the band were heading for the top with or without the help of the big money record deal.



Oh Yes, this is what they used...

Further Information on Steve Drury and his work with Def Leppard can be found on his website

[Steve Drury Photography](#)

The designers later work is subject to an in depth article at Tangents

[Tangents : The sleeve art of Andy Royston](#)



links



index



Archive

