

It's More Than Just Buying Sneakers



It's More Than Just Buying Sneakers: Insight Into The Culture Of Sneakerheads by Philip Small

★★★★☆ 4.4 out of 5

Language	: English
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Delve into the Unstoppable Force that is Sneakerheadism

Prepare to be captivated by the captivating world of sneakers, where footwear transcends its humble beginnings and transforms into cultural icons and economic powerhouses. This comprehensive book delves into the fascinating subculture that surrounds these coveted shoes, unveiling the passionate collectors, the influential designers, and the billion-dollar industry that has captivated the globe.

The Sneakerhead Subculture: A Tribe of Passionate Collectors

Enter the vibrant community of sneakerheads, individuals who elevate the pursuit of sneakers to an art form. Discover their meticulous collecting

practices, the meticulous care they dedicate to their prized possessions, and the social bonds that unite them in this shared passion.



The Fashion Phenomenon: Sneakers as Style Statements

Witness the undeniable impact of sneakers on the fashion landscape. From luxury runways to street style, sneakers have become essential wardrobe staples that transcend age, gender, and social boundaries. Explore the collaborations between high-end fashion designers and sneaker brands, unraveling the creative alchemy that has elevated sneakers to fashion icons.



The Economic Powerhouse: The Billion-Dollar Sneaker Industry

Delve into the colossal economic force that drives the sneaker industry. Uncover the strategies of global brands, the rise of sneaker resellers, and the impact of sneaker demand on international supply chains. Analyze the factors fueling the exponential growth of this industry and its implications for the global economy.

Ahead of the Game: Nike Rules the Sneaker World

Worldwide footwear sales of selected sports brands in 2022



* Nike's and Converse's fiscal year ends May 31.
** Skechers sales include apparel and licensing fees but are primarily made up of footwear sales.

Source: Company Filings



statista

Unveiling the Soul of Sneaker Culture

This book ventures beyond the surface of sneakerheadism, exploring the deeper cultural and social impact of sneakers. Discover how sneakers have become symbols of self-expression, cultural identity, and social status. Dive into the controversies, the charitable initiatives, and the environmental concerns that shape the ever-evolving sneaker culture.

Whether you're a seasoned sneakerhead, a fashion enthusiast, or simply curious about this captivating phenomenon, this book offers an immersive and thought-provoking journey into the world of sneakers. It's not just about buying shoes; it's about understanding the culture, the economics, and the soul of a global movement that continues to captivate and inspire.



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