

Bern, 14. April 2010

Pressrelease

## **SNEAKERNESS COLOGNE 2010 RECAP**

This was a day for sneaker nerds. Thanks to the sunny weather, there were about 1500 guests at the 1.200m<sup>2</sup> big Eventloft of the EXPO XXI in Cologne for the first Sneakerness in Germany. It was all about the sneaker, finding new ones, seeing new stuff, buying new kicks and being seen by others. There were shops, brands, vintage dealers and toy stores on two levels who are also a part to this movement. On a walk through the nice location, you found a nice mixture of kicks, beers and sounds and it wasn't hard to realize, that everybody dug in to the deepest corners of their sneaker closets to wear their all time favorite sneaker. And nobody was offended if others first looked at their feet before they looked them in the eyes.

### **NIKE**

With the presentation of the "True Colors Story" the swoosh brand already started the celebration of the soccer world cup this summer in South Africa, as well as the cultural history of the sport. They created artistic collabos with Nunca (Brazil), James Jarvis (England), Delta (Netherland), Mr. Cartoon (USA), So Me (France) and Kronk (South Africa).

### **MASTERS OF MANUFACTURE SUPREMEBEING**

Unbelievable what the guys of Supremebeing have achieved with their label and what they still represent to this day. They are one of the first generation street wear labels with an undisputed credibility. They began as a couple of friends to print t-shirts and never stopped believing in their own crew spirit to this day, that you should only launch products you're convinced of. And they call it officially bullshit if companies steal ideas from others, just because it's supposed to be mainstream. Beginning of year 2000 they met Damien Quinn, who is able to manufacture a shoe with a sewing machine, super glue and a pattern. So our good friend Damien manufactured a sneaker like this in front of people at the Sneakerness. Unfortunately he was distracted by journalists all day, what didn't keep him from finishing the shoe.

### **NOT ONLY VINTAGE KANGAROOS**

KangaROOS showed next to in the 80ties released "Heritage line", one of their collections called "Urban Sneaker". They want the customer to know, that they are capable of more than just re-releasing old models and that's what they like to show. And they had Philip Keil, in house designer at the KangaROOS company and sneaker artist, who gave the visitors the opportunity to scribble their color wish on a paper stencil, while Philip Keil made their wish come true.

### **FROM A CATERPILLER TO A BUTTERFLY CHAMPATE**

This is how we like it the most: Shoe style not really on top? Then customize them yourself and do it better. This is also sneaker customizer Champate's slogan. He takes his favorite model mostly Nike Dunks apart to their individual parts, which he pimps, modifies, customizes and puts them in his taste back together. His "Master Piece" is about € 2500.- just for materials like the maybe political incorrect baby gator- and python leather, as well as 25 carat locks on the sneaker. This design is just worn by the master himself and he even stabilized the upper materiel, so the white painted gator skin wouldn't wrinkle.

### **ADIDAS MIORIGINALS**

People were also able to get creative at the Adidas booth. At the end of the day there were 11 guest who have won their own designs on a pair of Adidas sneakers, what led to a big rush at their booth.

# **SNEAKERNESS®**

**EXHIBIT. BUY. SELL.**

## **NEVER CHANGE A DJINNING TEAM DJINNS**

The boys from showed themselves laid back, as we know them and they can afford it. There is no need to hype up their label – the attention all about the brand happens all by itself. They deliver sneakers, accessories and caps collabos like Wemoto X Djinn and Jordan X Djinn were presented in see-through boxes for street fashion lovers. Highlight at the Sneakerness: 20 limited per color SNEAKERNESS COLOGNE x Djinns caps with the stitched Sneakerness Logo. Nice one, guys!

## **FURRY FEET HUB FOOTWEAR**

Marije von Hub loves her job. I can't imagine how else she could present her own shoes with such enthusiasm. Herself showing how to take out the real lamb sole which is possible to reorder and which is brand new in her collection. The "Song" in tobacco will be in stores this August and stands for: fun and warm feet.

## **GREEDY GENIUS AND HAYDAY CELEBRATE THEIR PREMIER**

Greedy Genius and Hayday are two US-brands who had their debut at the Sneakerness in Cologne, with a lot of success, as the amount of people around the booth showed.

## **FRESH POLISHED GRAND STORE**

The special cleaner for the special item. If you can't stand your sneakers having a dirty rubber sole or even having your sneakers fading into to another color, the people at the Grand store have the perfect solution for you. The first aid sneaker cleaner kit is called: "JASON MARKK Sneaker Solution Set", which comes with a brush and a bottle of cleaning liquid. We were very surprised of the results we got from it.

## **ARTISTS**

The art battle SNEAK BOMBING, which was hosted by Babak One from the Dedicated store, was a battle between Cologne represented by Kayone and Sair4) and Düsseldorf (represented by Pleasure P and Omega a.k.a half of the pleasure gang. As well as other artist like gabygaby, Onur and Lace-King Lune helped decorating the EXPO XXI with their art and made the Sneakerness an authentic place to meet.

## **SHOPS**

Further shopping possibilities were granted by shops like THE GOOD WILL OUT, GRAND, THEFLASHGIB and A CUT ABOVE, as well as the private collectors who sold parts of their collection.

## **BRANDS**

Adidas, Asics, Espadrilles, Heyda, Greedy Genius, Gourmet, HUB, Djinns, Element, KangaROOS, Nike, Onitsuka Tiger, Pro-Keds, Reebok, SupremeBeing, Jason Markk

## **THE SNEAKERNESS AFTERSHOWPARTY**

...also took place in EXPO-Loft and it was very satisfying to see, how you can turn a convention in the afternoon in to a big party this night. This party had one of worlds most know Dj's/Sneaker head/B-Ball legend, New Yorker Bobbito Garcia on the turn tables, with another pre- and post DJ. This was a super party where the Veltins beer just costed 2 Euro and nobody wanted to leave. People were even saying that one of the organizers hasn't left before 7.04 A.M. Thanks to all the nice brands, the great location and the amazing party: short nice Sneakerness 2010. Hope to see you next time again!

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## **SNEAKERNESS FACTS**

Sneakerness, Saturday, 10.04.2010, 1p.m.-8p.m. EXPO XXI, Gladbacher Wall 5, 50670 Köln, 13 brands, 3 stores, 1500 visitors, 1 event, [www.sneakerness.com](http://www.sneakerness.com)

## **SNEAKERNESS AFTERSHOWPARTY FACTS**

Sneakerness, Saturday, 10.04.2010, 10p.m. – 4a.m., Eventloft at EXPO XXI, Gladbacher Wall 5, 50670 Köln, Bobbito Garcia aka Kool Bob Love, Dj Cem, 450 visitors

## **SNEAKERNESS CONTACTS**

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## **PICTURE SIGNATURES**

SNKRNS\_Col10\_Family.jpg – Foto: Dejan Jovanovic

SNKRNS\_Col10\_Paar.jpg – Foto: Dejan Jovanovic

SNKRNS\_Col10\_Party.jpg – Foto: Fabian Stürtz

SNKRNS\_Col10\_Store.jpg – Foto: Dejan Jovanovic

SNKRNS\_Col10\_Table.jpg – Foto: Dejan Jovanovic