

Sneaker as collectible



Sneaker originally was designed for specific sports and athletes. And athletes have always been at fore front of sneaker culture and that make sense, every development in secret technology has been forced by the needs of athletes who require better performing shoes than the rest of us. With time goes by, sneaker has no longer just a pair of shoes for sports performances but started to blend in our daily life. Majority of people wear sneakers basically in any situations. At the sometime with the increasing popularity of sneaker culture, people called sneaker head start to occur, sneakerhead is a person who collects, trades, or admires sneakers as a hobby. A sneakerhead may also be highly experienced in distinguishing between real and replica sneakers. Sneaker collecting is a hobby often manifested by the use and collection of shoes made for particular sports, particularly basketball and skateboarding. This makes this familiar phenomenon that teenagers lining up in-front of sneaker shop for days just to get an opportunity to purchase.

This paper will focus on investigating features that boost up the sneaker collecting culture, analyzing the elements that driven it to such a huge subculture, that also the alternative influence to sneaker industry.

