

“Sneakerheads.com”

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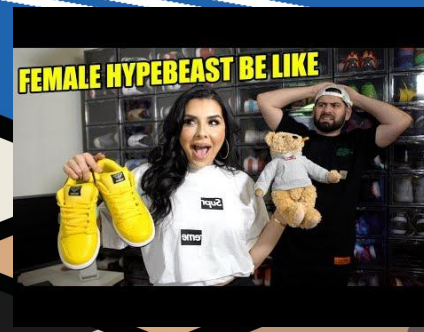
“Website Creation”

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These are some of the most common videos on youtube when you search up the word “sneakerhead”, these aren’t seen as offensive rather than it shows the typical behavior of a sneakerhead.

“Why sneakerheads?”

“Sneakerheads first arose in the 70’s” (Forbes, 2014) When it comes to sneakerheads we’re talking about a community that is very diverse and accepting. Sneakerheads first started here in the United States and I take pride from it being created here and not in any other country. Since its creation its expanded all over the world and to be in one of the sneaker hotspot cities where sneakers are as popular as they are, it's so amazing seeing the love sneakers receive. Sneakerheads always want to show off their sneaker collection and whether it be in person or now via Youtube and getting creative with it, a sneakerheads passion for sneakers can be compared to none.

When talking to a sneakerhead these are some things your typical sneakerhead may say ?

“It's more than just having a lot of sneakers that are going to collect dust and are never going to be worn”.

“A sneakerhead cares more about value than quantity”

“A sneakerheads collection is nothing if they themselves don't like their collection”

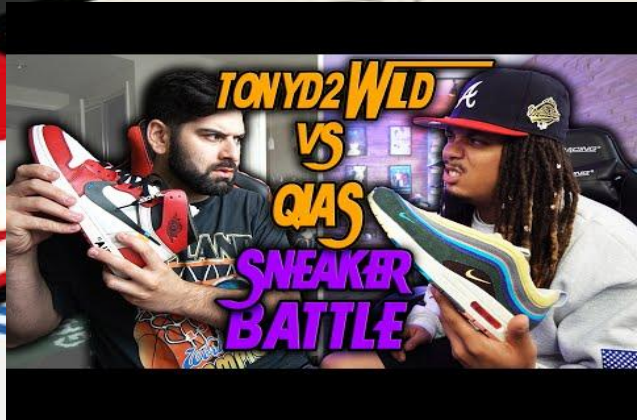


“The sneakerhead community”



The video below is one of the first sneakerhead battles recently uploaded as this is a new way sneakerheads are starting to interact with each other.

When it comes to sneakerheads interacting with each other this isn't anything new as sneakerhead youtubers are always pushing out new content but it is a new approach that famous sneakerheads are taking in order to be able to communicate with their fanbase and other sneakerheads as well. In addition to sneaker battles on youtube sneakerheads are also going live on instagram in order to socialize with other sneakerheads and have conversations during this global pandemic. Sneakerheads may not be outside around the typical sneaker locations but will still wear their sneaker inside just for the fun of it. The sneaker community does not a pandemic stop continuing their passion for sneakers because online sneaker releases allow them to purchase the newest upcoming releases. Companies such as Nike, Adidas, are still shipping sneaker releases and even though it will take longer it is still worth it for sneakerheads. Though it is a harsh time in the world right now this is when sneakerheads band together even more and it shows in the video.

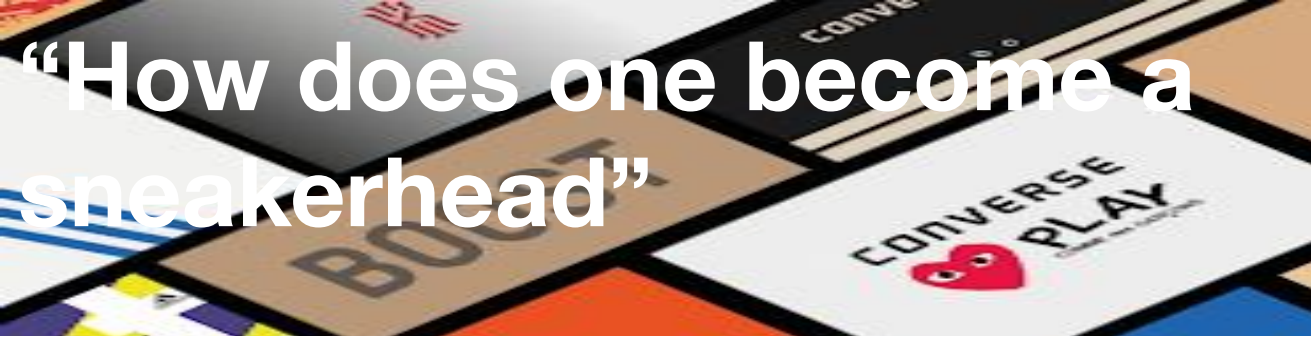


“Target Audience”

This website is suited for the public audience as the sneaker community does not discriminate towards others who do not call themselves sneakerheads. In doing this website we want it to be able to teach others who are not familiar with sneakers and want them to feel welcome when visiting the website. The visuals we use are the most recognizable sneaker silhouettes that can allow people who aren't as familiar to possibly familiarize themselves whenever they are around sneakerheads. These videos provided also show how a sneakerhead behaves to give an idea of how serious a sneakerhead takes their sneakers as well as shows examples of how sneakerheads like to add sentimental value when it comes to their sneakers.



“How does one become a sneakerhead”



What is a sneakerhead? Sneakerhead : One who is in love with but not limited to Jordans, Forces, Dunks, Maxes, etc. That's the definition provided by the Urban dictionary online. To quote in an interview I did with my friend Brian who has been a sneakerhead for much longer than I am he stated "The sneakers we have are all unique and they each tell its own story, as a sneakerhead you need your collection to be as personal to you as possible because if you don't like your collection then what's the point of even being a sneakerhead if your collection is not about you".

To sum up what it means to be a sneakerhead it means that...

- You have a passion to collect sneakers.
- You as a sneakerhead are able to see history within certain models or recall a memory you personally had with the sneaker. As a sneakerhead you can either try to fit in with others or you can distinguish yourself from the rest and you can stand apart from the rest of the community.
- To be a sneakerhead is to be able to be happy with the collection you acquire over time.





When it comes to coming up with this website I liked the Youtube grid layout so I took inspiration from that as it looks very organized without everything looking crammed together. For the background I chose the sneaker boxes because a sneakerhead does not reside with just one sneaker brand. There is no judgement from sneakerheads on the sneakers that others wear and choosing from the brand that you're going to buy from is as just as exciting as having the sneaker in your collection. At the top I have included a Jordan silhouette and for each slide that follows is a Jordan in the background as well, each Jordan is in numerical order so the first slide has the Jordan 1 and the last slide contains the Jordan 6. In addition to that the font and quotation marks used throughout the website are a nod to a collaboration with "OFF-WHITE" and Nike created by Virgil Abloh, his iconic sneaker collaboration has opened up a new world to sneakerheads. Thus making the font easily recognized by sneakerheads, and now seen as an iconic piece of sneaker history. The small details we add are mainly for sneakerheads as being a sneakerhead we do appreciate the details put into a sneaker.



“Works Cited”



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