

YEEZYS revive sneakerhead community

By Erin Kaled
EDITOR

In 2016, Kanye West's collaboration with Adidas shattered the fashion industry. Since the first time Yeezys were sported during Kanye West x Adidas originals Yeezy season 1, all 9,000 pairs priced at \$350 were gone in minutes.

With all the popular shoe designs coming out every year, the biggest brands are forced to battle each other over sales. Whether that means adding different textures, patterns or prices, it's always difficult to predict what comes next.

Each brand embodies its own design. Vans are skateboarding shoes. Nike's known for sportswear. Toms are known for giving profits back to the community. Mostly a collectors' item, West's brand is still deciding where to fall.

The exclusivity and limited supply of Yeezy's makes them a must-have among sneakerheads. This has prompted some students to find different methods of obtaining them, or even selling them themselves. Senior Mikey Carron, junior Evan Nyquist and sophomore Frankie Bush have all gotten into the buying and selling game.

"They are very exclusive shoes that not many people can get a hold of," Carron said. "It's an investment because the resale value is high, and I can make money off them."

On the Adidas website, Yeezys start at \$220. But because of the shoe's high demand, other retailers sell them for well over \$1000.

"I got my pairs through a raffle and an add-to-cart service. The ATC allows one to pay someone else to secure their pair and then have them check out on Adidas, Yeezy supply or other retailers with that person's information," Nyquist said. "There are other ways to get pairs which usually depend on a customer having a program (a bot) that will automatically check out, a very fast computer to use the program on (a server), and other computers (proxies) if one desires to check out multiple pairs. It sounds easy in theory, but in practice, when millions of people are trying to get a very limited amount of shoes, many will inevitably fail."

Although expensive, Yeezys sell well because they have a variety of styles including 350s, 350 V2s and 750s.

"The last few releases of Yeezy 350 V2s, the low top silhouette from Adidas, has been produced in seven different colorways so far, have all retailed for \$220," Nyquist said. "The two pairs I bought, I sold in the first week after release, but depending on how they are doing after release, I will sell them over a different time frame. For example, if the community greatly overestimated how easy it would be able to purchase a pair, it would be good to hold on to the shoes because of their inflating values."

The thing that draws so many people to the brand is the hype. Plenty of celebrities flaunt Yeezys like the Kardashian Family, Designer, Calvin Harris, Jay-Z, The Game, Bella Hadid, Ryan Lochte, Snoop Dog and French Montana.

"My favorite thing about them is how different they looked compared to most shoes and the attention they bring," Bush said.

Since the shoes cost so much, buyers discovered different ways to sell the popular shoes in order to make a profit. "I sell them for a similar price that I bought them for, usually a little less to friends or people I know," Bush said.

There are multiple ways of getting the shoes. Bush uses an app called GOAT, while Carron repurchases the shoes off of friends. A n y

buying method used, the prices remain the same.

"The cost all depends on who or where you get them from," Carron said. "Or if you plan on selling them after a while."

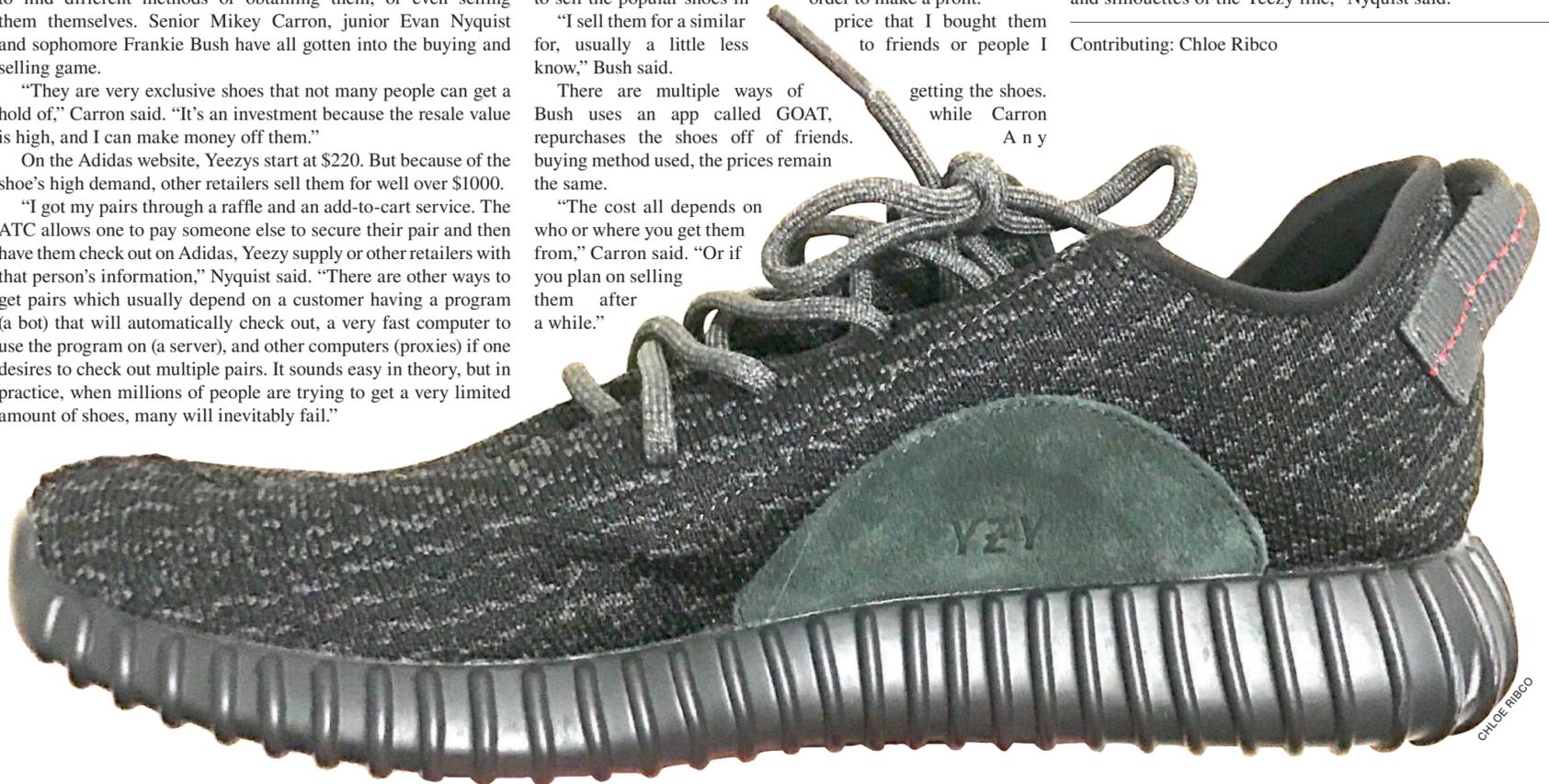
The most popular way to sell the shoes according to Nyquist is StockX or Ebay. StockX itself is a sneaker buying and reselling platform. The shoes on the site usually sell for over \$100 and include all types of brands. The GOAT app offers authentic sneakers with verification on whatever type of shoe you order, so nobody gets ripped off while using the app. Other social media outlets used to sell shoes include; KIXIFY, SNKRS, and SUPREME.

"I will always sell the pairs until I find it affordable to own a pair myself," Nyquist said. "While the shoes do seem very attractive to wear and own myself, I won't wear them because I would rather sell them, then use that money to try and get more pairs and grow. I sold my two pairs for \$475 on StockX."

Even though the brand is expensive, according to the buyers the popularity associated with the shoe makes it worth it.

"If there wasn't as much hype there wouldn't be nearly as much demand for Adidas to keep on pushing out more colorways and silhouettes of the Yeezy line," Nyquist said.

Contributing: Chloe Ribco



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