

PRIMPORIUM



Adicolor By Adidas
Photo Courtesy Of Soleservice.no
Available At Motive 807
\$120

BEST FOOT FORWARD

Women covet them and men use them as a status symbol, shoes are universally loved by both genders. Ever since Air Jordans gave birth to a frenzy in the market, high end tennis shoes have become a hot item and the punctuation point on a sharp outfit. Shoe companies have learned to manipulate their buyers and keep them hungry for the newest and rarest pair. Reebok RBK line sporting the names of Jay Z and 50 Cent have moved more product than even Air Jordan's namesake could, and Adidas is using the nostalgia of their classic lines to do re-releases of their old sneakers.

This year Adidas has reintroduced Adicolor, their "color your own" sneakers. Each pair comes with weatherproof markers or spray paints. If you're not brave enough to venture into shoe design, Adidas has commissioned some of the world's top artists to customize pairs and is selling them in limited run.

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Emerica Ridgemont
Photo Courtesy Of Emericaskate.com
Available At Tekgnar
\$33.99



5000m By Puma
Photo Courtesy Of Zappos.com
Available At Lucky Soles
\$74.95



Etnies Arto
Photo Courtesy Of Zappos.com
Available At Tekgnar
\$69.00



Womens 5000m By Puma
Photo Courtesy Of Zappos.com
Available At Lucky Soles
\$74.95



Vans Slip-On LX Plaid
Photo Courtesy Of Motive 807
Available At Motive 807
\$60



Baby By L.a.m.b
Photo Courtesy Of Zappos.com
Available At Lucky Soles
\$129.95



Adidas Rod Laver Oki-Ni Exclusive feat Nike Carp Skin
Photo Courtesy Of Motive 807
Available At Motive 807
\$160



Love By L.A.M.B.
Photo Courtesy Of Zappos.com
Available At Lucky Soles
\$129.95



Cascadia By Brooks
Photo Courtesy Of iamtf.org
Available At Tyler's
\$87.99



Beckenbauer By Adidas
Photo Courtesy Of Zappos.com
Available At Motive 807
\$80



Getto By Jb
Photo Courtesy Of Suite2206.com
Available At Motive 807
\$220



Adidas Superstar II
Photo Courtesy Of Motive 807
Available At Motive 807
\$70