

Abstract

MEN AND SNEAKERS: THE IMPORTANCE OF SNEAKERS TO THE MALE SNEAKER ENTHUSIAST THROUGH FUNCTION, FASHION AND PERSONAL VALUE.

The targeted demographic and *sneakerhead* lifestyle is growing. With it, so is the coverage of the expansive sneaker industry. Sneaker culture, a cultural lifestyle driven by one's love of sneakers and the continued desire to purchase new pairs and learn about their history, has changed drastically since its rise from sub-culture to a popular culture phenomenon. Sneakers have become a staple of men's fashion and have created a secondary market of buyers and sellers that have been influenced by celebrities and the media. Through interviews of those immersed in the culture, this project aims to discover where and why men find value in the sneaker industry, both personally and monetarily.