



Phaidon, Editors

riverside
agency

Soled Out

Autor: Phaidon, Editors

Phaidon

ISBN: 978-1-83866-367-4 / Tapa dura / 720pp | 230 x 315 cm

Precio: \$ 90.000,00

‘A veritable tome of sneaker history...backed by nearly a decade of research and discovery.’ - Hypebeast A riotous, 720-page celebration of sneaker culture and sporting legends, as told through the medium of vintage print advertising More than a decade in the making, Soled Out is the definitive - and only - collection of sneaker advertisements from the footwear industry’s golden age. Lovingly written and compiled by Simon ‘Woody’ Wood, founder of the legendary Sneaker Freaker magazine and author of The Ultimate Sneaker Book, this colossal volume combines nearly 900 vintage images with a punchy narrative full of insider stories and historical revelations. Featuring the biggest brands, classic sneaker models, superstar athletes, and pop culture icons - from Adidas, New Balance, and Puma, to Asics, Pony, and Pro-Keds; the Nike Air Max and Converse All Star to New Balance 990 and Reebok Pump; Andre Agassi and Michael Jordan to Paula Abdul and MC Hammer - every page is laced with incredible graphics and unforgettable advertising slogans. Sit back and enjoy the spectacular scenery ahead as Soled Out powers through a 720-page marathon celebration of the rubber, leather, and mesh we wear on our feet.

More than a decade in the making, Soled Out is the definitive - and only - collection of sneaker advertisements from the footwear industry’s golden age. Lovingly written and compiled by Simon ‘Woody’ Wood, founder of the legendary Sneaker Freaker magazine and author of The Ultimate Sneaker Book, this colossal volume combines nearly 900 vintage images with a punchy narrative full of insider stories and historical revelations.