

ARTS . LIFESTYLE

THE BIG DEAL WITH SNEAKERS

45' (GER, ENG subs)

Almost everybody owns a pair of colorful sneakers, some of which can cost over 300 euros. There seems to be no end in sight when it comes to the massive hype surrounding sneakers. How did shoes become such a big trend and are they really a smart investment?

A large crowd of people is being held back by security personnel. This is not a public demonstration, but rather the sales launch of a Nike sports shoe. Hundreds of people want to secure a pair, which can be sold one hour later on the internet for over 1,000€. "Sneakerheads" are resellers of rare limited-edition shoes, and their business can be extremely profitable. A sneakerhead can make over one million turnover per year through resale. However, not everybody benefits from this. Shoe collectors complain about the constant greed for money, which drives the prices up. We accompany sneaker lovers on their journey to success and learn how the hype around sneakers has emerged, how the streetwear business functions, and who the real winners are.

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