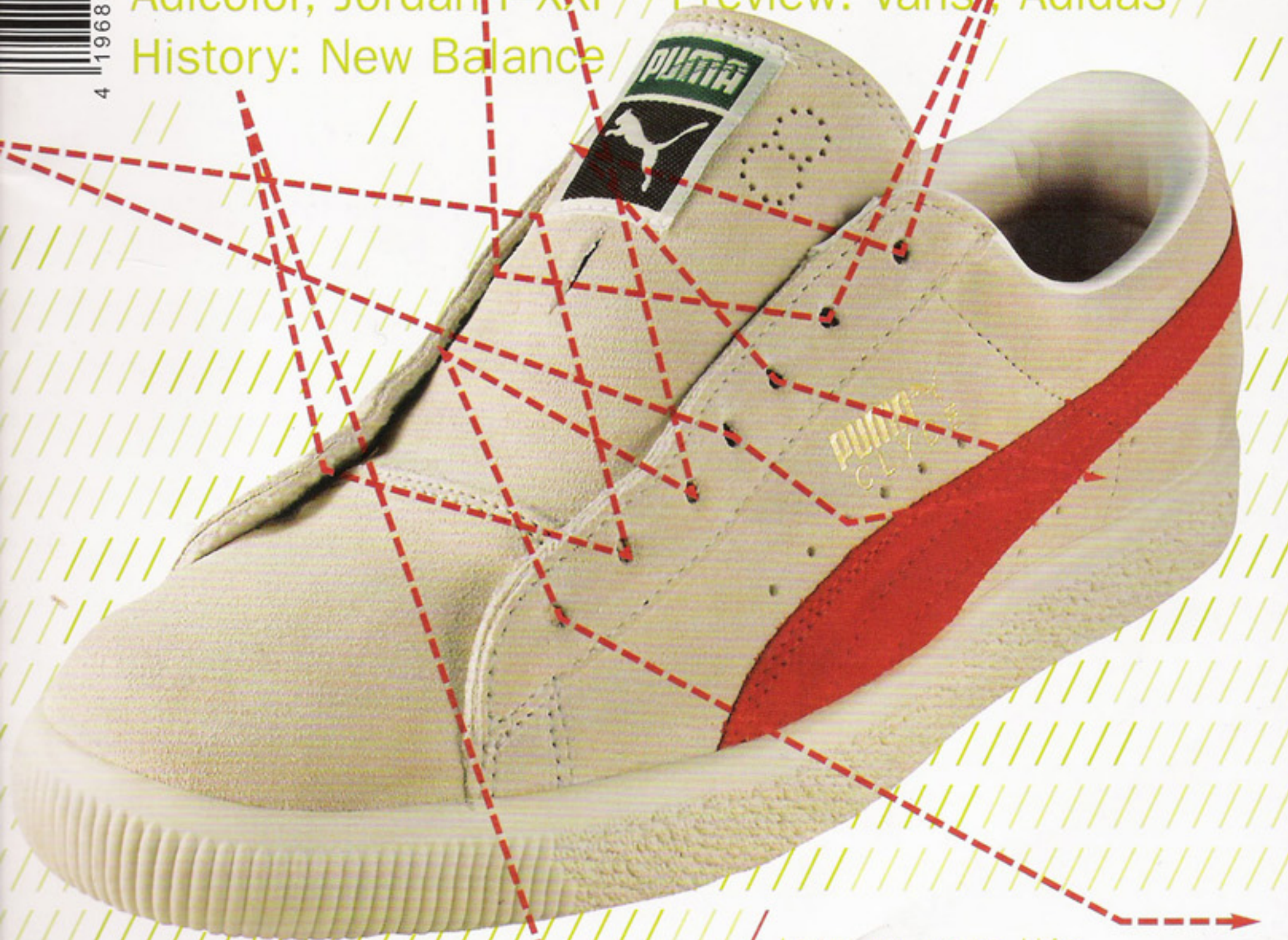


Lace

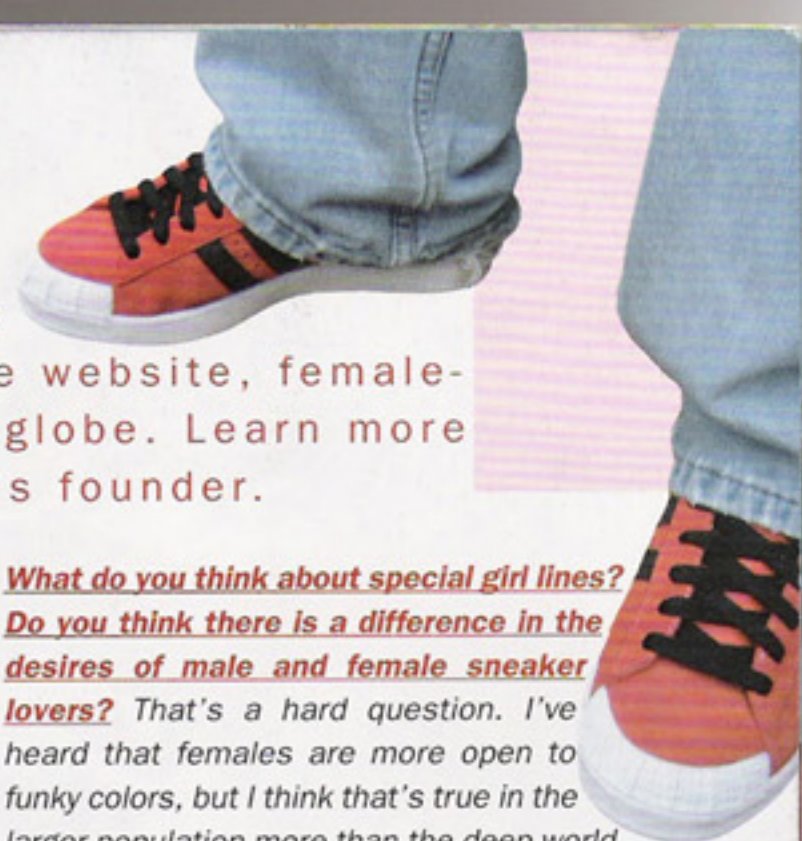
: sneakers magazine

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lace up your life

Ladies' choice From Niketalk to Ms.Magazine, collectors and customizers, there are sneakerladies everywhere! Didn't know that? Well, don't sleep. The website, female-sneakerfiend.com, features ladies from all over the globe. Learn more about it and listen Lori Lobenstine, the site's founder.



Meine Mutter sagt, ich wär schon immer verrückt nach Turnschuhen gewesen. Ich erinnere mich an eine Art »Autobiografie«, die ich in der vierten Klasse verfasst habe. Der Schlusssatz war: Ich werde NIKEs immer lieben! Ich hatte damals so High-Tops in weiß mit 'nem fetten schwarzen Swoosh drauf. Da hatte ich meinen Ruf weg.

What are your personal favorites styles? I grew up loving sneakers in the 70s

What do you think about special girl lines? Do you think there is a difference in the desires of male and female sneaker lovers? That's a hard question. I've heard that females are more open to funky colors, but I think that's true in the larger population more than the deep world of fiends, where everyone is after crazy colors, collabs, designs, etc. Within that world, I see a lot of similarities ... basically, what's hot is hot. I mean, I have mixed opinions, depending on how the line looks. Overall, I have to say I primarily look at men's sneakers, cuz there's just a much better selection. And there's something funny about the category »girl« that makes smart, creative people all of a sudden limit their colors to pink and their accessories to handbags. Well, that's not impressive to me, but I think we're going to start seeing a lot more creativity coming out with more high-profile female sneaker designers, more small and innovative new sneaker brands, as well as just more visibility for the female consumer. **Was hältst du von speziellen Girls-only lines, wo man zu den Kicks auch direkt die passende Handtasche bekommt?** Naja ... da überkommen mich gemischte Gefühle. Einerseits ist es natürlich gut, wenn Designer sich über die speziellen Wünsche der Damenwelt Gedanken machen, andererseits bestehen diese nicht einzig und allein aus der Farbe Pink und Handtaschenkram ...

and 80s, so I have a taste for the old school. I'm a ball player, so I have a love for high tops. So, specifically, let's see, half shells, pro models, suede pumas, high top kangaroos and some funky new kicks that tip their hat at the old styles. My motto is »exclusively unexclusive«. I think some exclusives are fantastic, no doubt, (the new de la soul highs are LOVE-LY), but I hate that anything that is deemed exclusive is considered hot. Come on now. What happened to our community's creativity? It's like everyone's a slave to the release dates. I say, let me find my own sick sneaks, which you don't have cuz you're sittin' in line for some quickstrike that someone else told you was hot. **Auf welche Styles stehst du?** Als 70s/80s Kid mag ich natürlich in erster Linie die Old-School-Variationen. Als Basketball-Närrin liebe ich High-Tops. Außerdem Half Shells, Suede Pumas, HKangaroos und moderne Klassiker. Ich steh aber nicht so auf dieses ganze »exclusive-Collectors-Ding« ... mein Geschmack war immer »exclusively unexclusive«. Kicks sind für mich etwas Tragbares, was Nutzbares ... das war immer mein Credo und so ist es bis heute. Man sollte sich lieber darauf freuen, vielleicht morgen oder übermorgen schon sein eigenes Unikat in einem Laden an der Ecke zu finden.

What is the idea behind femalesneakerfiend.com? The idea for a website for female sneaker fiends was started over a year ago, when I first became aware of the whole sneaker fiend subculture. When I got tipped off to the books and websites, it was really exciting, but at the same time, made me wonder, »where are all the ladies?« As I talked to the females I knew about their kicks, I also realized that most of them were solo hunters, and didn't even know about the online sneaker community. So I figured a website just for us would be perfect for uniting female sneakerheads.

Was steht hinter femalesneakerfiend.com? **Wie kam es zu der Idee?** Etwa vor einem Jahr wurde mir bewusst, wie wenig weibliche Akteure in der Sneakerwelt vertreten sind. Mal ehrlich, die meisten Webseiten und Magazine features doch überwiegend Boys mit ihren Toys. So kam mir der Gedanke, die weiblichen Sneakerheads zu einen und ihnen eine Plattform zu bieten.

Do you remember your career-beginning as a sneaker-addict? Well, my mom says I've always been nuts about sneakers. My twin sister remembers me telling her she had uncool sneakers all the way back when she we were six. I have an »autobiography« I wrote in the fourth grade. It ends with a sentence about always loving Nikes! It was my first pair, high top white canvas with a black swoosh. I LOVED those sneakers. I was the first girl in my school to have high top Nikes. **Wann und wie hat das bei dir mit Sneakern angefangen?**

When you could give a advice to the designers, now its your turn! Now, there is one desire that I have to speak out about for the females. Make the hot sneakers in small sizes! You wouldn't believe the stress some fiends are in, willing to do ANYTHING to get that crazy rare pair, but they can't even find them anywhere near their size. And the sneaker boutiques don't help: sometimes they don't even carry stuff under an 8 or 8.5 (US men's), even when it comes out smaller. That's tough on many of the ladies ... **Any last words?** Eine Sache wär da noch ... liebe Sneaker-Industrie ... produziert die raren Modelle auch in kleinen Größen und die Damen dieser Welt werden euch zu Füßen liegen!

