

NYLON

May 2009

guys

The Sneaker Issue

Paul Dano Wild Thing

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all dressed up
with some-
where to go

Two Culkins
walk into a bar...
Mac's kid
brothers act out

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Out the
Jams:** the
world's
top 10
sneaker-
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THE DJ

PEDRO "BUSY P" WINTER

LOCATION: PARIS COLLECTION SIZE: 200+ PAIRS FAVORITE PAIR: NIKE D.U.N.K.L.E. (U.N.K.L.E. X FUTURA X NIKE SB)

Pedro Winter, who DJs under the alias Busy P, was Daft Punk's manager for 12 years. Ed Banger, the label he started in 2002, is home to some of the world's biggest electronica acts, including Justice.

WHAT APPEALED TO YOU ABOUT PARTICIPATING IN NIKE'S 1WORLD COLLECTION? Designing shoes is something that's very different from my business and my passion, so I did it for fun. And I'm interested in the way that music, art, fashion, and sneakers can all mix together.

WAS IT ODD FOR SOMEONE WHO COMES FROM THE WORLD OF ELECTRONICA TO DESIGN A SHOE ASSOCIATED WITH HIP-HOP? Maybe for some people, hip-hop and electronica are different worlds that can't com-

municate, but really, they're getting closer and closer.

WHAT CONNECTION DO YOU HAVE TO SKATEBOARDING, THE OTHER ELEMENT OF SNEAKER CULTURE? I spent 10 years of my life on a skateboard. I skated in the late '80s and early '90s, when Airwalk was a major thing. I was crazy about those shoes.

WHICH CULTURE WOULD YOU SAY YOUR AF1S REPRESENT? Rather than reflecting a culture or being influenced by skateboarding or hip-hop, the shoes reflect a moment in time.

DO YOU WISH THAT NIKE HAD MADE MORE THAN 400 PAIRS? We could have done more, but it's nice that people who have the shoes feel special. I like the crazy limited editions, because people can

be different. Nike ID is great. It proposes to kids: Try to create. Don't wear the same shoes as your friends.

WHAT DO YOU THINK ABOUT THE KIDS SELLING YOUR AF1S FOR \$500 ON EBAY? I've seen \$1,000! Spending that much money on shoes is extreme. But this thing of queuing at the stores to buy the shoes, and then reselling them? I can't condemn it. We knew it would get crazy. But we just do our thing, and we let the kids do their thing.

WHAT'S NEXT FOR YOU? We have new projects with Nike and Etnies. We're going to try something a bit more adult than our AF1, which was for crazy freaks like us. Now, we are trying to be classier. We're becoming adults.



PHOTOGRAPHED BY CHRIS SHONTING

THE DESIGNER

SUNG CHOI

LOCATION: LOS ANGELES COLLECTION SIZE: 300+ PAIRS FAVORITE PAIR: VINTAGE ORIGINAL ROD LAVERS

Sung Choi, who moved from Seoul to Queens in 1979, completed a degree in economics before helping a friend create Triple 5 Soul in 1989. After stints with the clothing line PNB, which he founded, and DC Shoes, where he was a designer, he launched Clae in 2001.

WHEN DID YOU START THINKING ABOUT DESIGN? I learned fashion before I learned English. I used to work at my parents' friends' menswear store in Harlem every weekend.

HOW DID YOUR VISION FOR CLAE EVOLVE OUT OF YOUR EXPERIENCE AT DC? For four years at DC I was trying to slim down the skate shoe—it looked like a loaf of bread. I created Clae to address the void between sneakers and shoes.

DO YOU THINK THAT VOID STILL EXISTS? Right now, I feel like the sneaker-dress

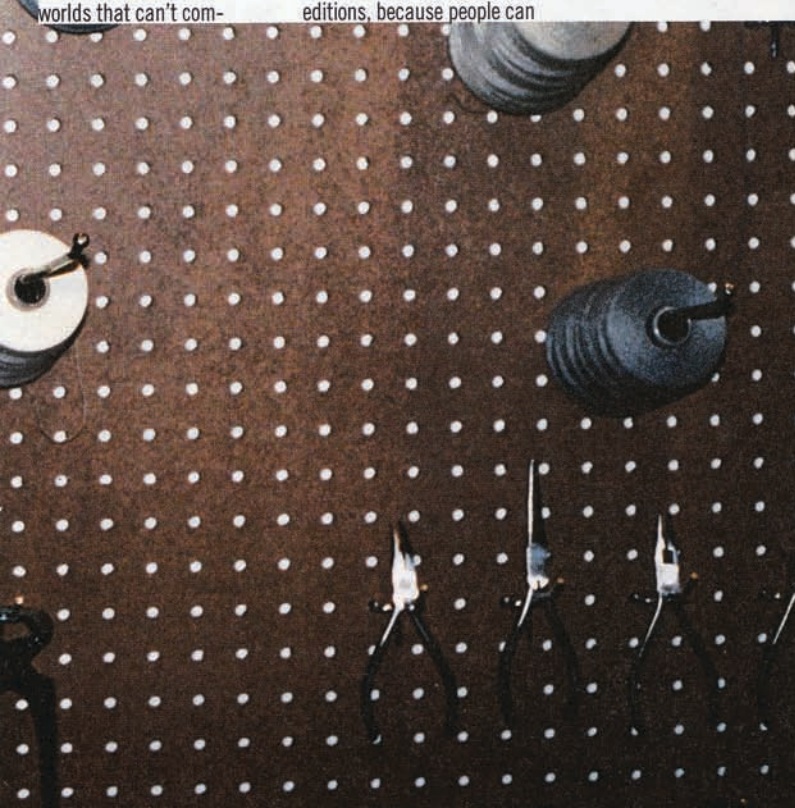
shoe hybrid is the main thing brewing. A lot of independents are creating a product that's not coming from the shoe monsters. It's refreshing. The big boys are playing catch-up.

WHAT'S THE RELATIONSHIP BETWEEN SNEAKER DESIGN AND THE REAL WORLD?

Some footwear designers in the '90s had no perception of the culture. The perfect example is the Kobe adidas II, modeled after the Audi TT. The shoe looks like a toaster!

DO YOU THINK THE LIMITED-EDITION THING GOT OUT OF HAND?

There have definitely been too many unwarranted collaborations. It's cheating the footwear. But we go full circle, and there's a trend now for classically styled footwear. It's about understated design. To get the message across, you can scream—or you can whisper.





clae thompson, \$135



adidas sivr, \$165



reebok set royale, \$70



vans classic slip-on lx, \$65



quiksilver capri low, \$65



onitsuka tiger, \$75



original penguin jingle, \$95



camper twins, \$140



diesel, \$100



onitsuka tiger, \$80



i shoes, \$200



creative recreation cesario, \$95