



SOLE TIES

For Sneakerheads. Made By Sneakerheads.

Introduction

Sole ties is an online shopping boutique for exclusive sneakers. A sneakerhead is a person who collects, trades, or admires sneakers as a hobby. The birth of sneakerhead culture in the United States came in the 1980s and can be attributed to two major sources: basketball, specifically the emergence of Michael Jordan and his eponymous Air Jordan line of shoes released in 1985, and the growth of hip hop music.

Problem

Sole Ties is a new brand created by sneakerheads. The market is small for exclusive online sneaker shopping so they wanted to make a great impact with bold colors and beautiful design.

Branding

Guiding Principles:

Sole Ties is for sneakerheads, made by sneakerheads. We get the passion; so we wanted to design a shopping experience that makes it simple for you to get the latest footwear. Our values are:



Reliability

You can depend on us to give you news about the latest sneakers and make it easy to buy them.



Service

Our passion for sneakers carry over into how we serve our customers



Integrity

Our platform is an authentic marketplace. No fakes. EVER.

Logo:

A "soul tie" is said to be a continuous emotional and spiritual connection with someone. It explains how when we lose a loved one, their memory seems to linger with us forever. Also, the number 8 is the only number that you can continuously draw; and it also means harmony and balance. The toes were added to the 8 to show a sole of a foot.





Colors:



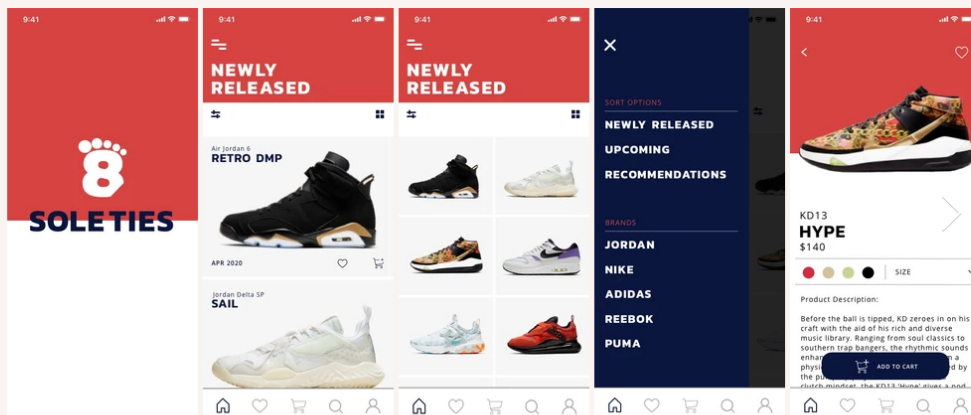
Typography:

Headings - Kanit Bold

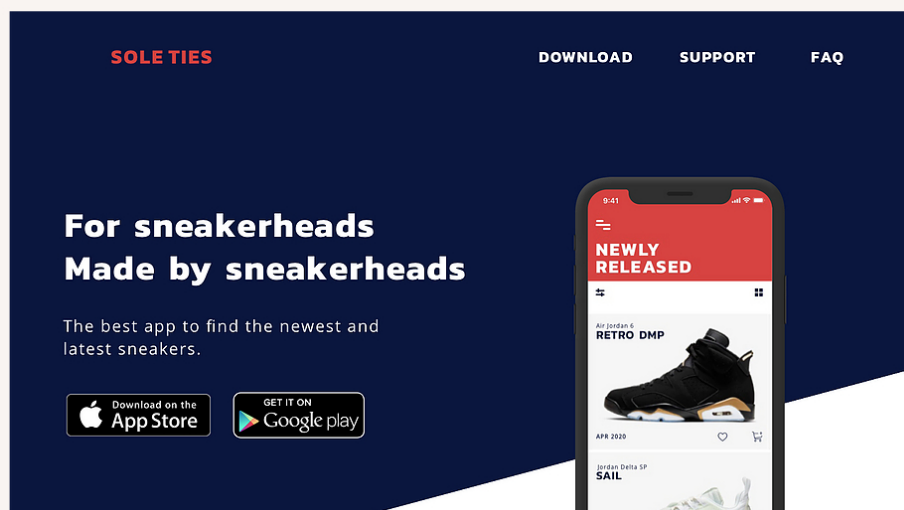
Regular Text- Open Sans Regular

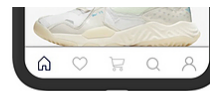
Kanit was chosen for its bold and blocked appeal. Sneakers are often associated with hip hop culture, which is connected to graffiti culture. So Kanit provides a clean but bold & blocked look. Open Sans was a suggested pairing and it felt casual and reliable.

Final UI



Desktop Marketing Website



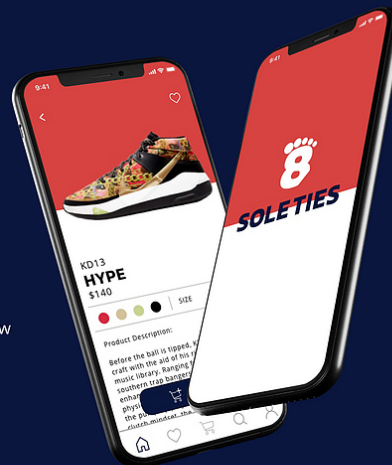


Keeping you fresh all year

Set notifications for upcoming releases so you can get your sneakers as soon as they drop!

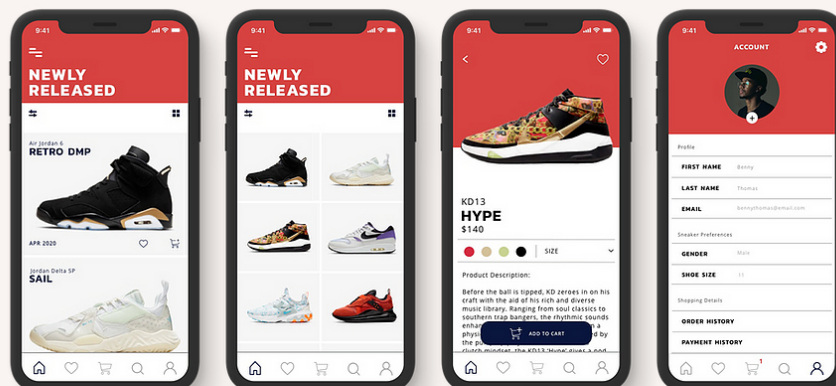
We understand the passion

You were willing to wait in line for the new sneakers. Now you don't have to. Start shopping today!



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Final Digital Mock Ups





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claudeball@gmail.com

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