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had a goal in collecting in this so-called ‘Shoe Game,’” Tanedo said. “I don’t collect to have them, but for the people who find that they have this and that, I simply just buy because I love those certain sneaker models.”

Another Bay Area shoe collector, 17-year old Se- lina Chen, started her interest in shoes. “I started collecting six years ago, I mean I was in ninth grade because it was the thing to do,” she said. “But about a couple of months ago, I started collecting shoes and reading about them on shoe forums, I started seeing it as more than just the hype – it became a passion.’

Whatever their motivations, collectors gather to major sneaker events such as Sneaker Con, commonly held in Chicago and a better-known Dunksxchange (DXX) in San Francisco. They come to meet other collectors, as well as to find that aren’t very common. If your mail doesn’t have the latest sneaker model, such as the latest Air Jordan retro, you are guaranteed a better chance at getting it at Dunk Exchange.

The term ‘dunk’ comes from NBA slang, the clothing line dedicated to skateboarding shoes. The Dunksxchange is basically ‘Dunk’ and ‘Exchange’ where collectors come together to sell and trade shoes, specifically Nike SB’s.

Gary Hughes founded Dunksxchange in 2005 after he bought a pair of shoes. He wanted fellow shoe enthusiasts to avoid the same problem and to be able to purchase items without fear of them being fake.

Although Dunksxchange was powered by people’s passion for shoes, other key elements contribute to the continuation of this event. Shoes are a major part of fashion, which in many ways can be seen as an art. From this, Dunksxchange begins to branch out into various elements of urban and street culture, such as dance, art, music and fashion. In attempts to reach out to a large about of audiences, Dunksxchange includes live performances, DJs, local clothing companies, and even celebrity guests.

Besides taking advantage of these events to find rare sneakers, they take the opportunity to meet new people and to create new networks that may come handy in the future.

One of the great things about collecting is that the amount of people who I have met who have similar interests for the love in general for shoes,” Tanedo said. “Building and having a friendship where you can later on use each other as a source when you’re finding another shoe.”

The event has grown notably international in places to across the United States. From Hawaii to New York and even outside of the U.S. in Vancouver and N. Zealand, avid sneaker collectors are coming together for the sole swapping.

The event has been going on for 10 years and has hosted more than 300 events and counting.

Everyone has their own reason why they started collecting and what motivates them to continue. While Chen started partly because of peer pressure, she continued due to her childhood list.

SneakerCon started a list back in seventh grade of different shoes I want to acquire in the future. If I just want to be able to say that I got each one,” she said.

Tanedo started as a kid when he started buying and getting more passionate about it in 2005, “He said. “Fast forward to 2015, and still have the same love.” He doesn’t collect to have a significant number of shoes. Before opening a store, he found that telling people he has certain shoe, “I simply just buy because I love those certain sneaker models. When someone is willing to pay hundreds of dollars to 2000, and still have the same love.” He doesn’t collect to have a significant number of shoes. Before opening a store, he found that telling people he has certain shoe, “I simply just buy because I love those certain sneaker models. When someone is willing to pay hundreds of dollars for a pair of shoes, it’s important to know why. Unless

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