

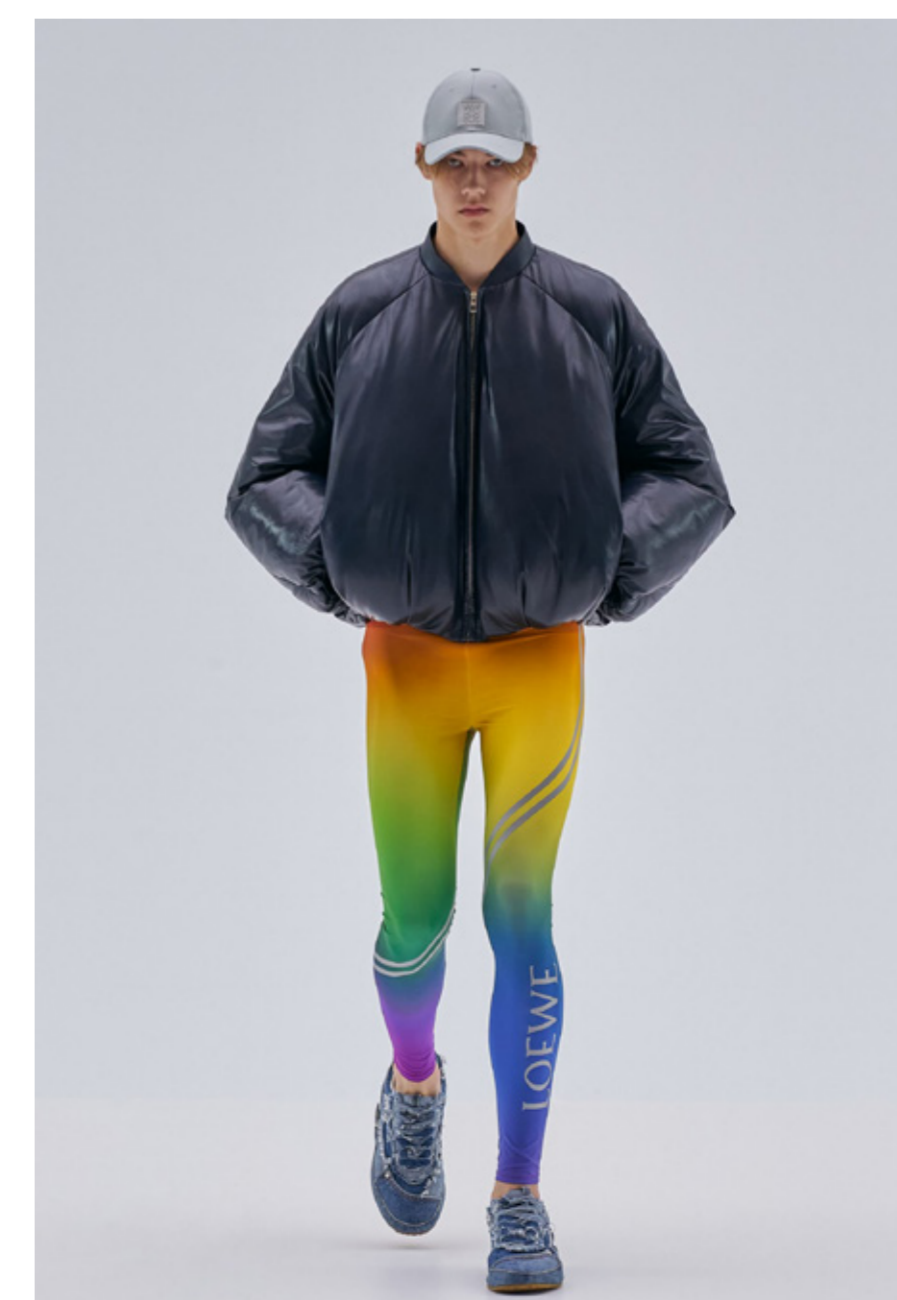
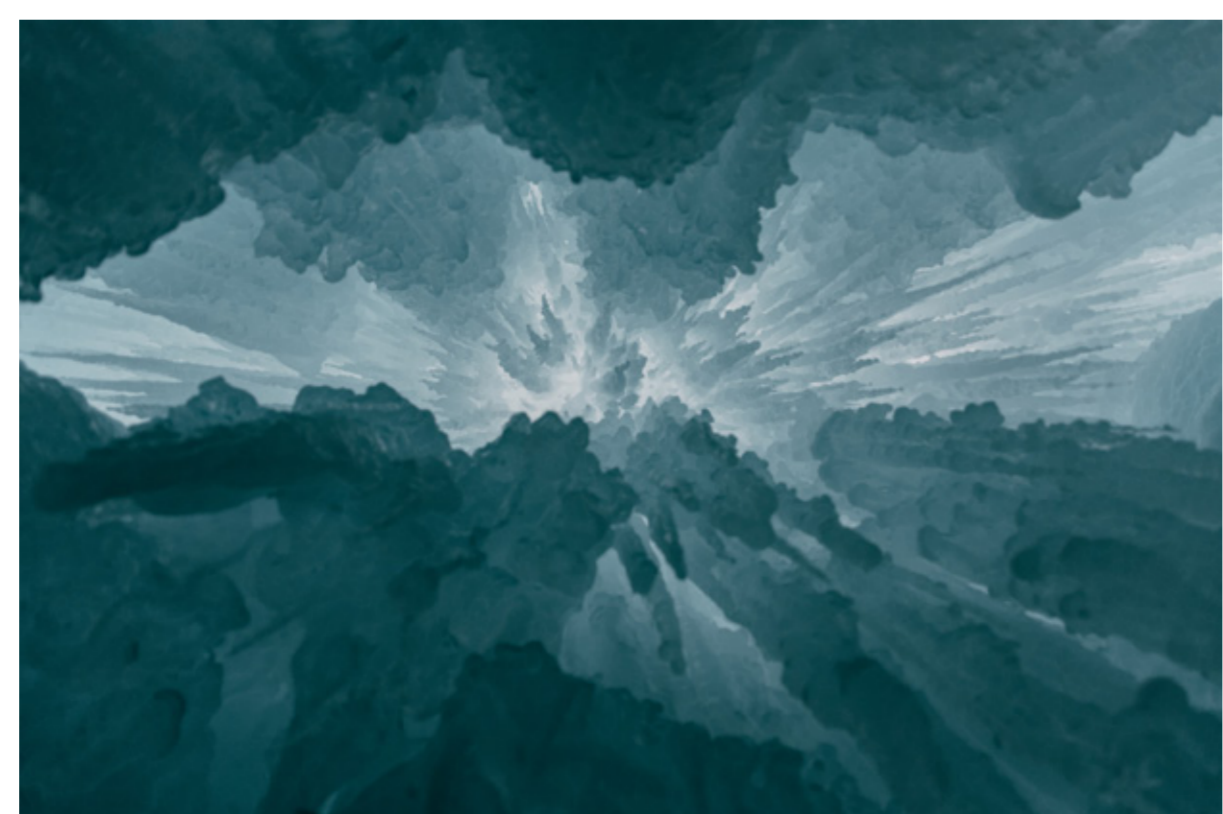
**Continent of Sneakeria
(Ice, Fire, Earth & Air)**

On the continent of Sneakeria, there exists four distinct kingdoms, each ruled by an element: Ice, Fire, Earth, and Air. Each kingdom is known for their vibrant, unique colours that adorns the sneakers created within their borders.

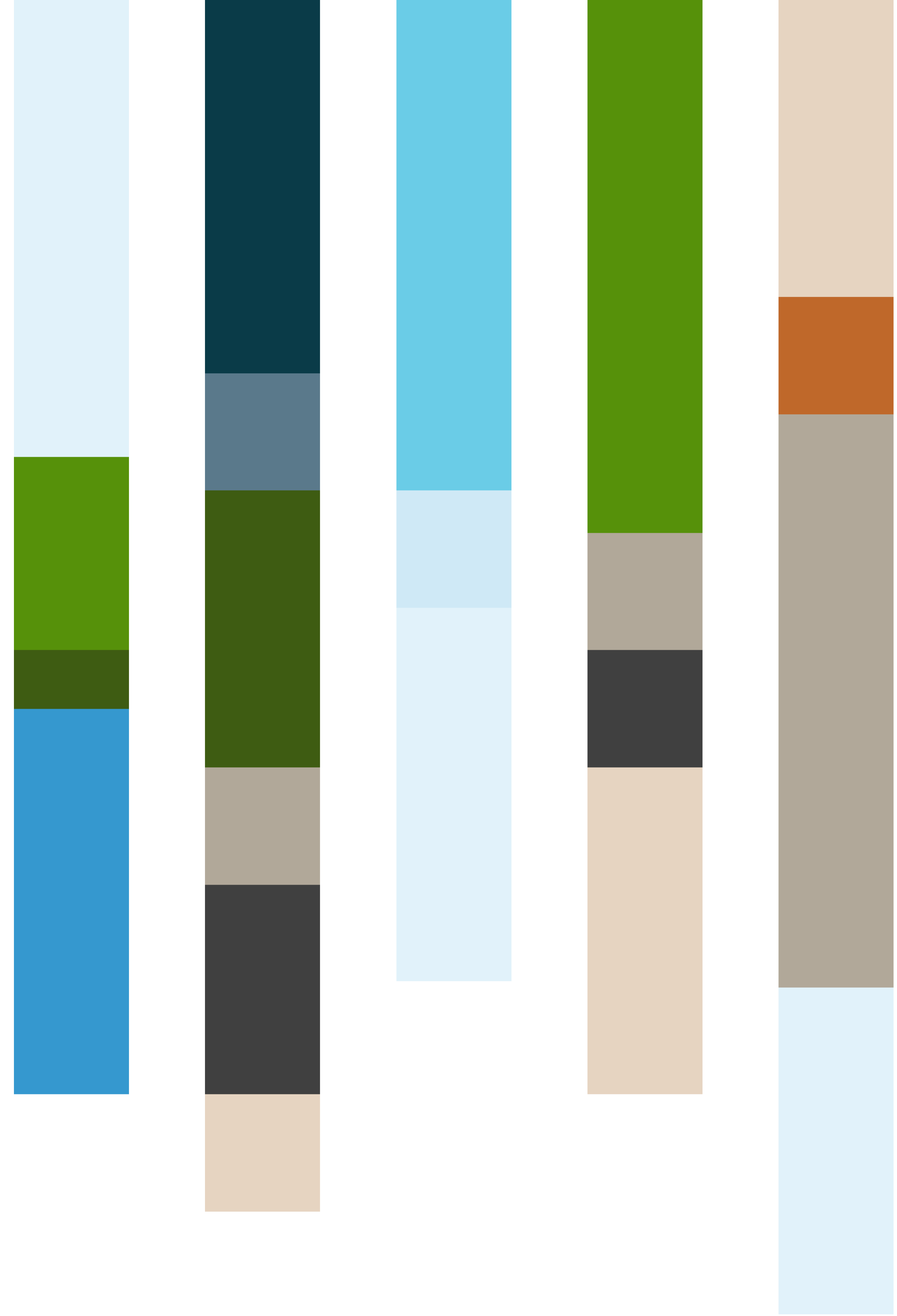
The Ice Kingdom

is situated on an island with water, but mostly in ice form. The colours of their sneakers reflected the calming beauty of frozen water, ranging from shades of serene aquamarine to deeper navy blues. The citizens of the Ice Kingdom are cool and distant at first, but friendly after warming up to you.

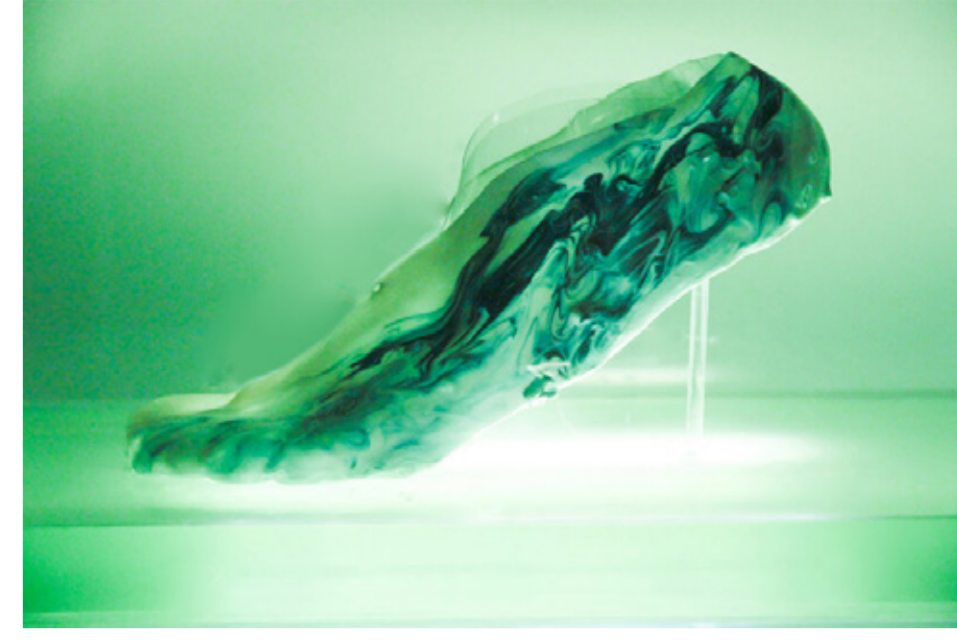




Moodboard



“Fluid”



“Transparency”



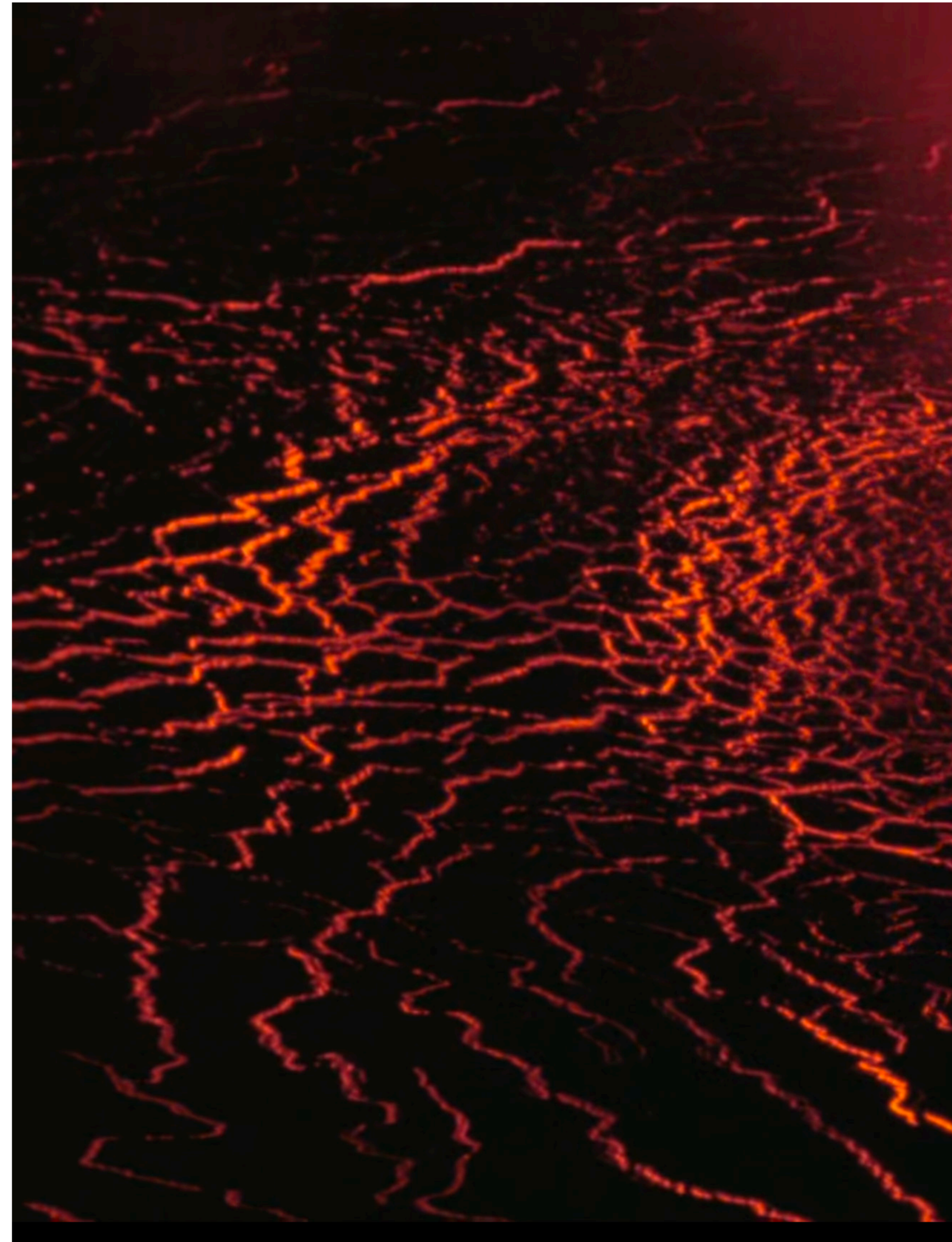
“Sharp”



“Ice”

Colour & Materiality

In the neighbouring Fire Kingdom, a powerful volcano stands tall at its center. The colours of their sneakers are reminiscent of the fiery lava erupting from the volcano - bold, warm shades of red, orange, and yellow, with shades of deep black and greys. The citizens of the Fire Kingdom walk with confidence, their vibrant sneakers reflecting their passion and determination.





Moodboard

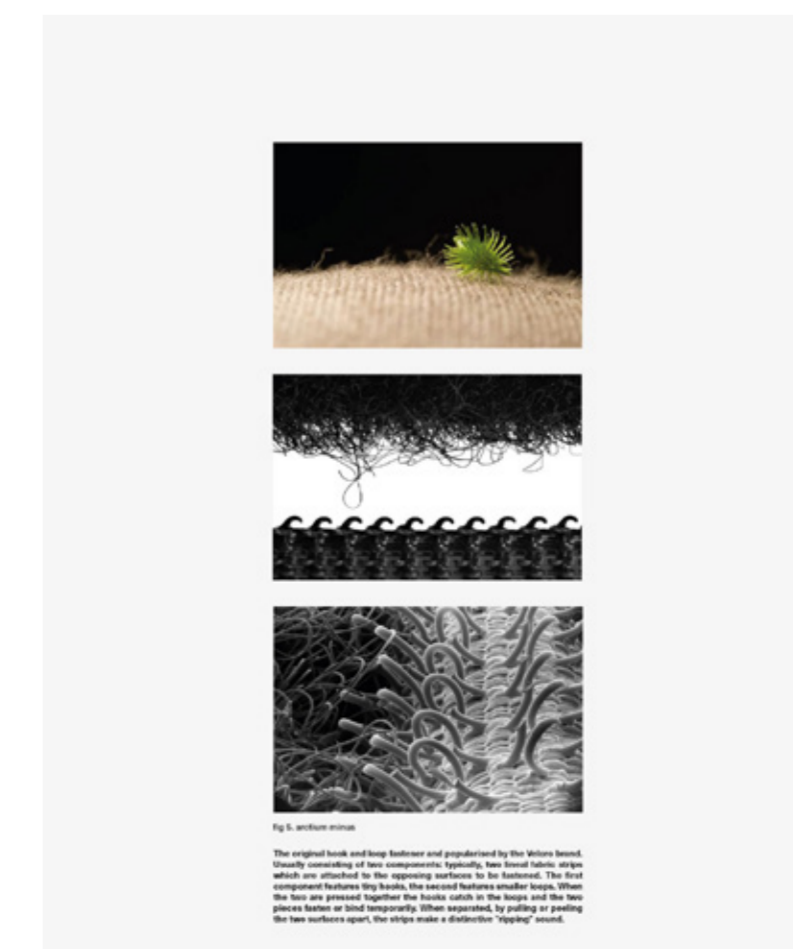


“Protective”



“Volume”

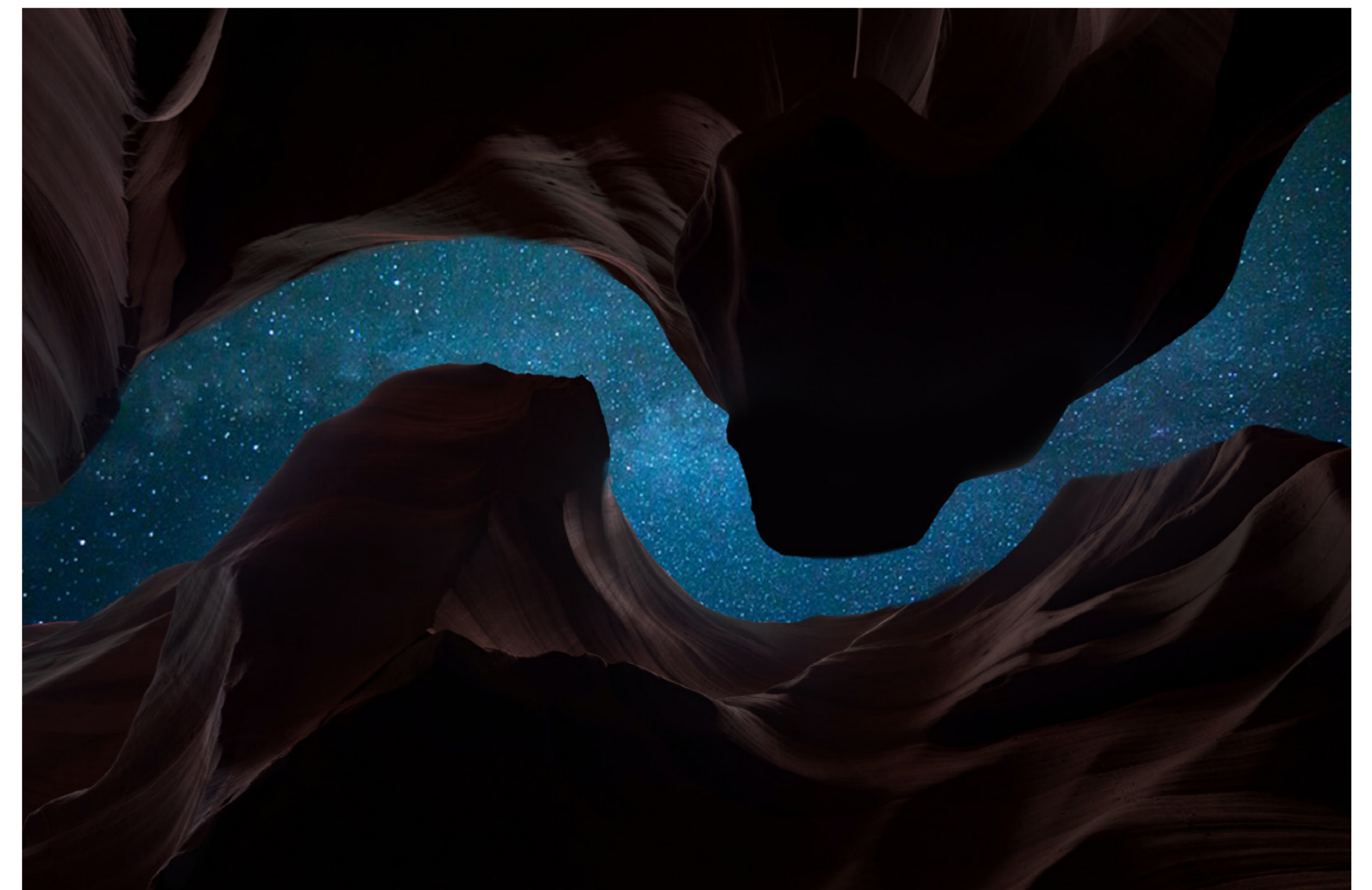
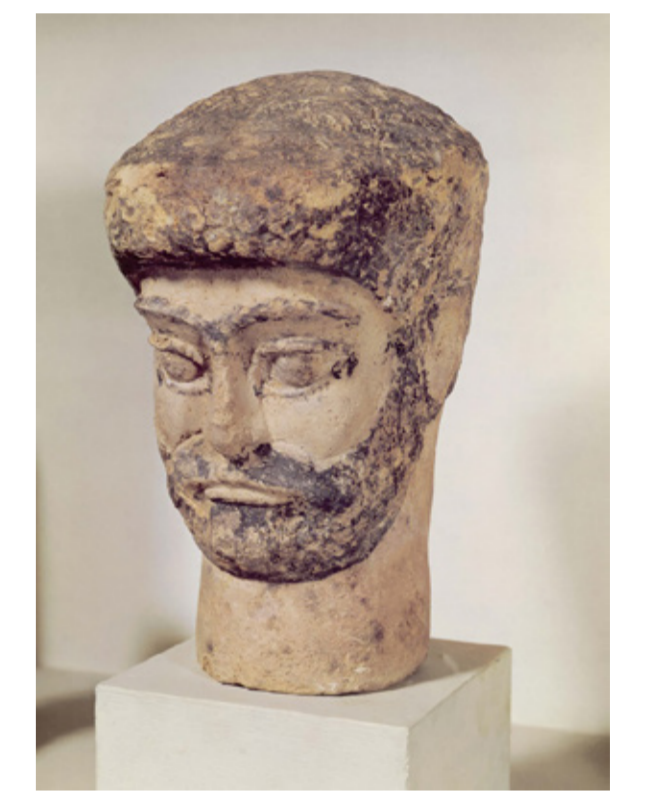
“Solid”



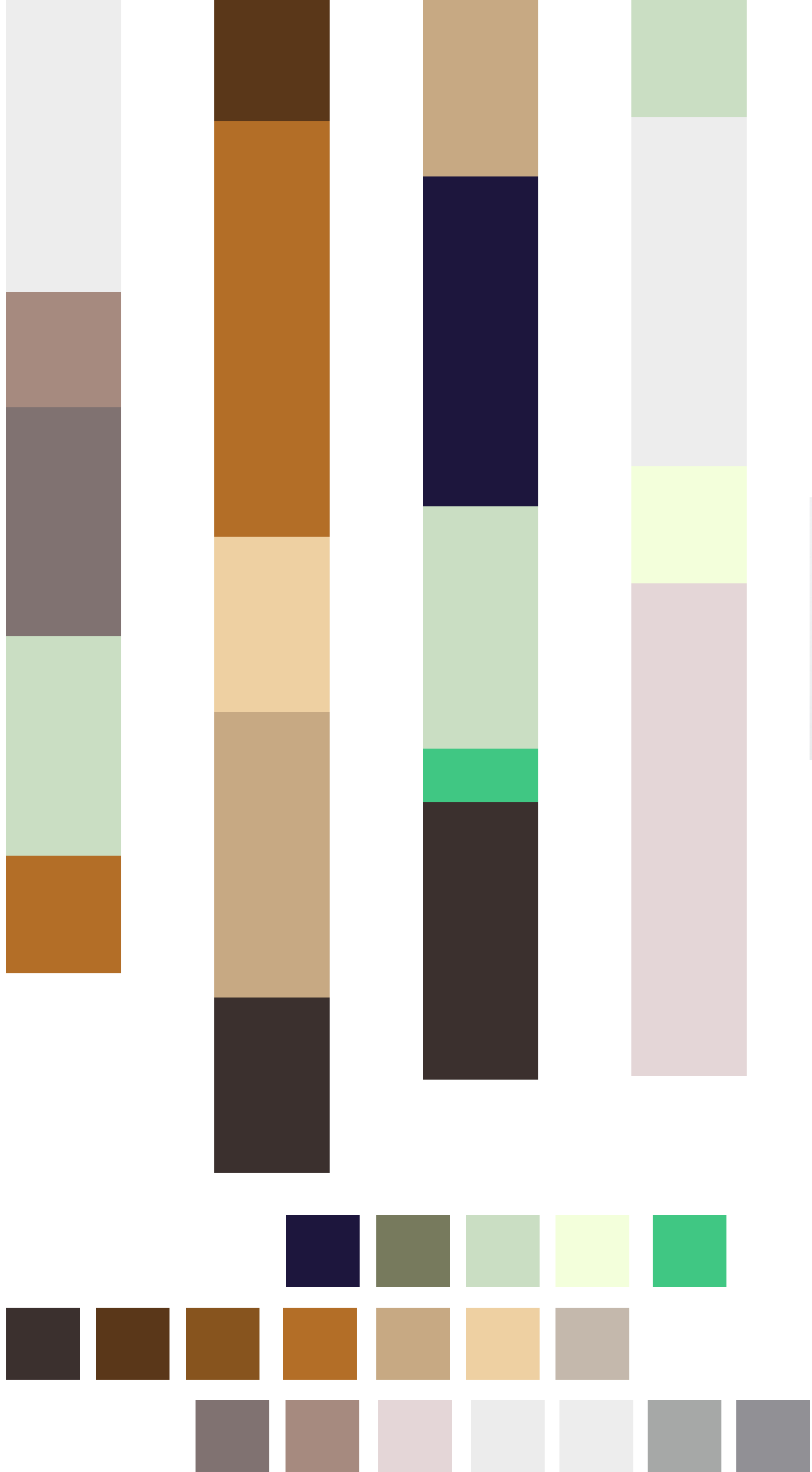
Colour & Materiality

Deep within the geological layers of the Earth Kingdom, the residents live in connection with stone and nature. The colours of their sneakers vary from earthy browns and grey to rich, and shimmering greens and blue from the stones that are embedded within the earth. As the citizens of the Earth Kingdom wear their sneakers, it acknowledges their connection to the natural world, and they feel grounded and connected to the earth with every step.





Moodboard



“Connective”



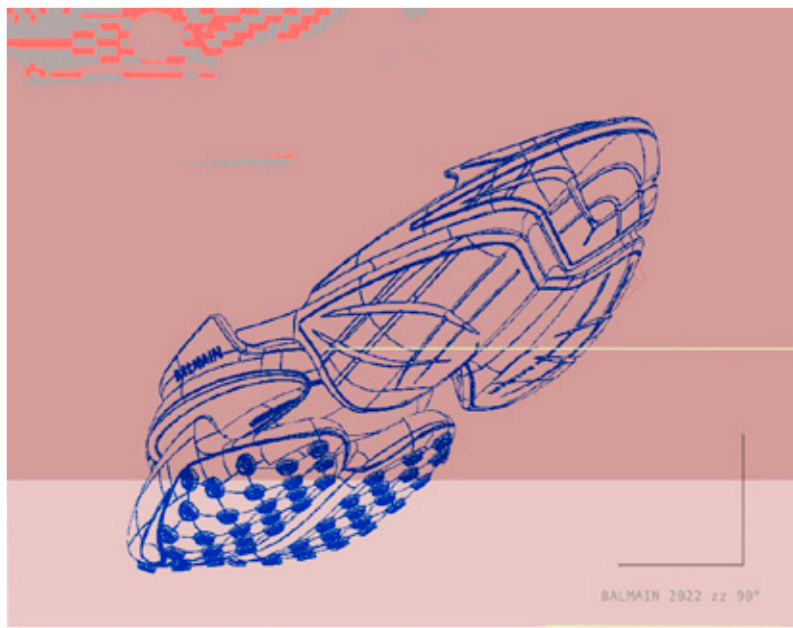
“Grip”



“Modular”



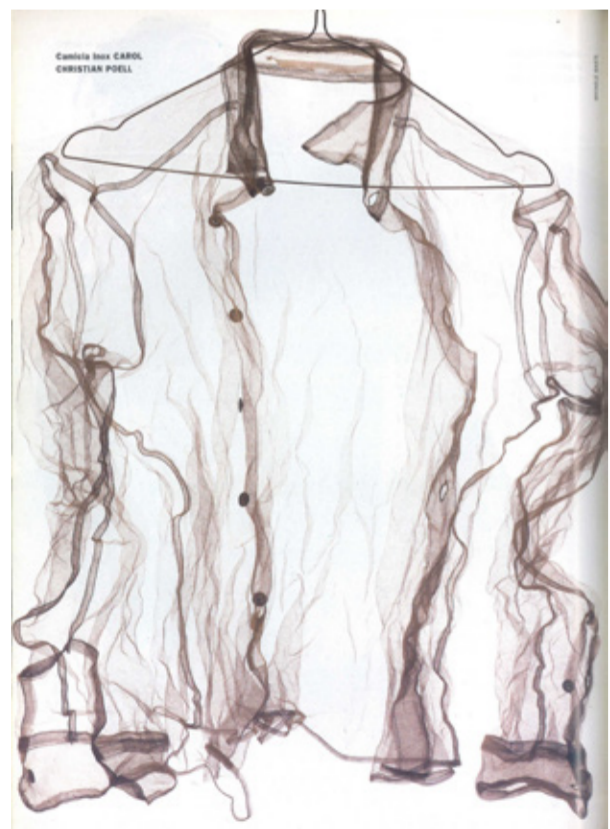
“Curving”



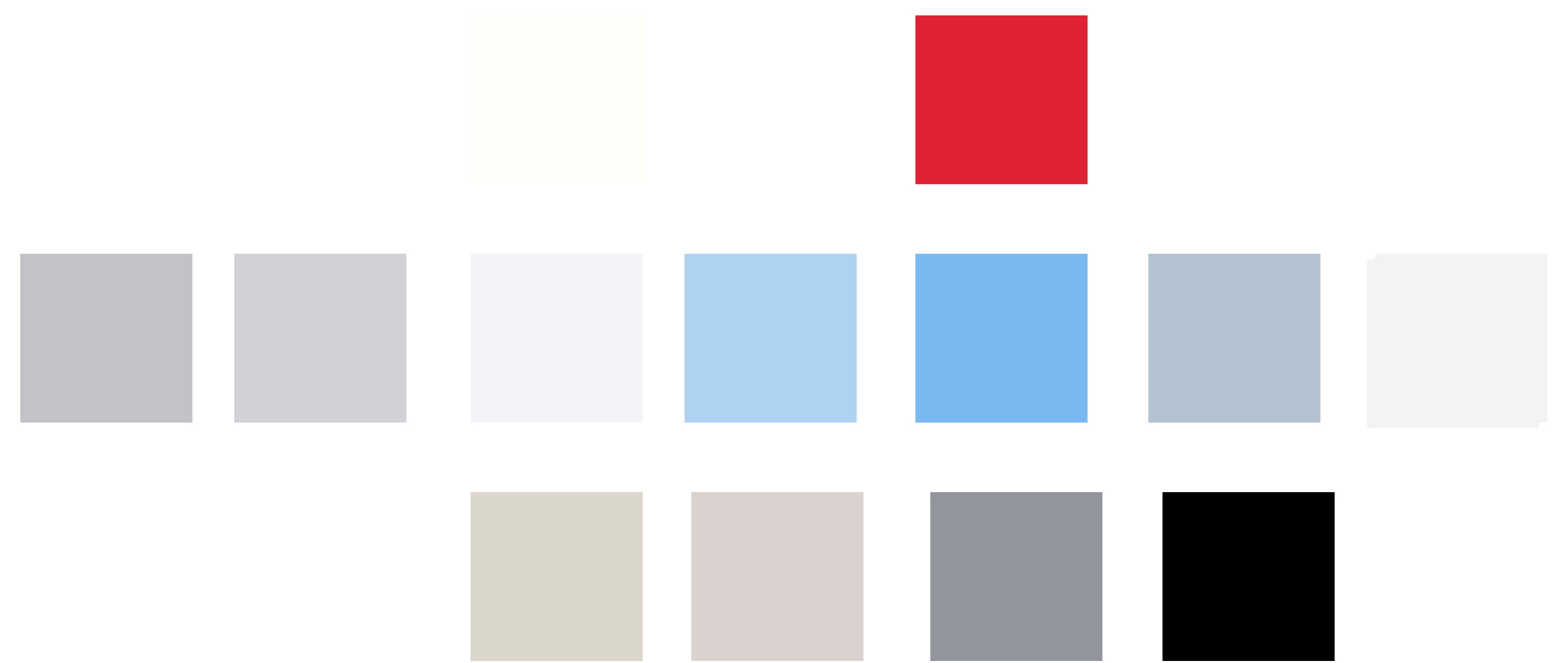
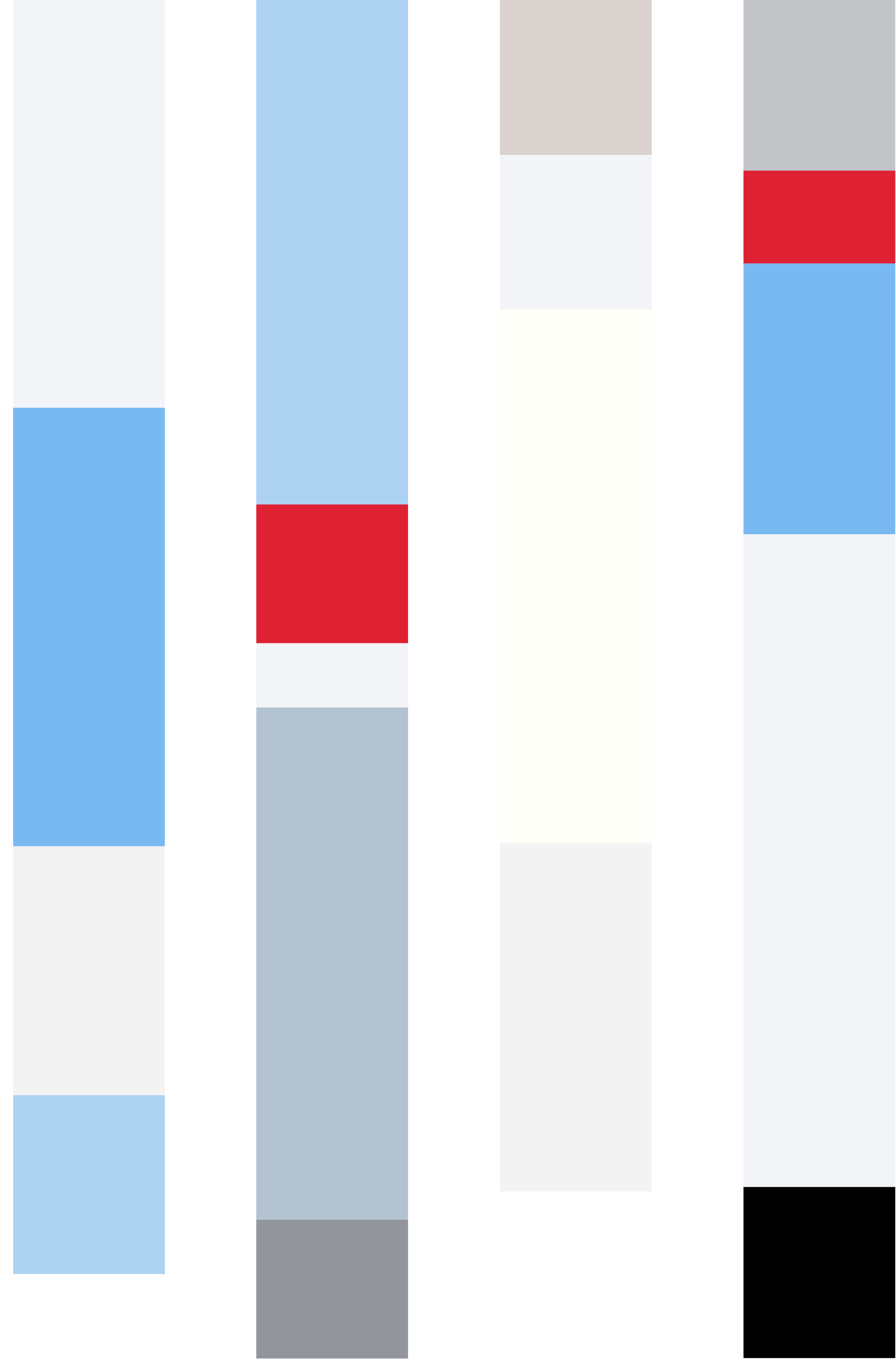
Colour & Materiality

In the ethereal Air Kingdom, the sneakers are a reflection of the ever-changing skies and bordering proximity to outer space. The colours and materials are inspired by sky blues to clean, crisp whites and metallic, lightweight materials. As the citizens of the Air Kingdom moved through the kingdom's floating cities, the lightness of their sneakers seem to make them step on air, almost like they are in a perpetual state of flight.

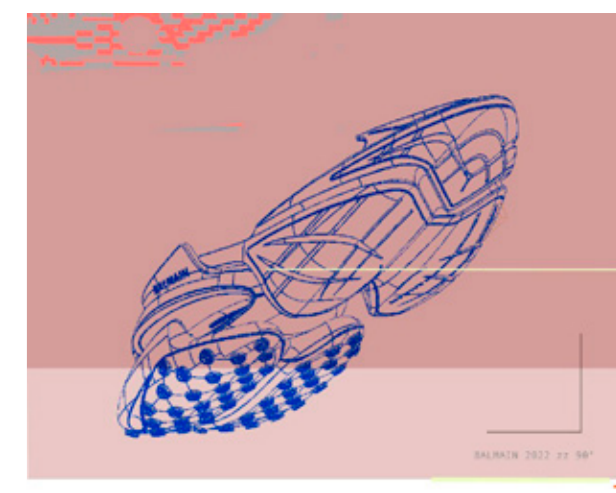




Moodboard



“Aerodynamic”



“Airflow”



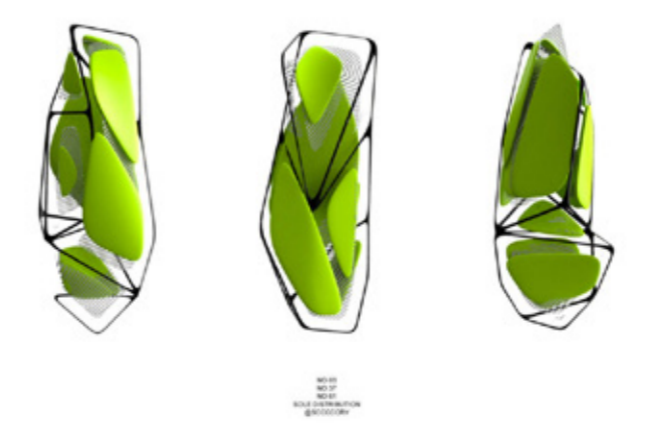
“Technological”



“Weightless”



Colour & Materiality



These sneakers are more than just fashion statements; they become symbols of the elements that defines their kingdom.

For in Sneakeria, footwear has the power to connect them to the elements and remind them of the beauty and strength found within nature itself.