Tracey Peake ([00:00](https://www.rev.com/transcript-editor/Edit?token=P3hjA9Tu63ueRLrPZ4-oFqvveLwfnBJGcmKj9QgGjK0RFpFTYREbhPBz2AaRW3GSqzwsjvCTaVPgBZGAVMTwiqO7XDs&loadFrom=DocumentDeeplink&ts=0.25)):

Hello and welcome to NC State's Audio Abstract. I'm your host, Tracey Peake. Sneakerheads love their sneakers, buying, trading and collecting. Sneakerhead culture isn't new. It's been around since the 1970s and it's still going strong. Delisia Matthews, is an assistant professor of Textile Brand Management and Marketing at NC State's Wilson College of Textiles. She's interested not only in which trends sneakerheads follow, but why? Qiana Cryer-Coupet is an assistant professor of Social Work at NC State who focuses on the community aspect of sneakerhead culture. We're speaking with them today to learn a little bit more about the sneakerhead community. What it means to be a sneakerhead and what manufacturers are doing to woo them. So welcome to Delisia and Qiana.

Delisia Matthews ([00:50](https://www.rev.com/transcript-editor/Edit?token=fYy1pcKXyzaaQ0VD0fVZ3JVy8BlDZt-zSEa7PmG2wsfkHTFNr2CDDTmR_Crp9MHzn7FbaE8oxwnQCifWU1q0CWD40oE&loadFrom=DocumentDeeplink&ts=50.52)):

Thank you.

Tracey Peake ([00:51](https://www.rev.com/transcript-editor/Edit?token=Fey2EAu-PzrFknsThg1PgOpfbJc3lmArVAwOYZbZr0Z3iOP4hDA7rvbhuSNkXxmqTzG83_Y99z_Csnup3hGDZc1P0aM&loadFrom=DocumentDeeplink&ts=51.75)):

I am so glad you guys are here. This first question is for Delisia. Can we start with the basics? Can we trace the history of this community and what makes someone a sneakerhead?

Delisia Matthews ([01:05](https://www.rev.com/transcript-editor/Edit?token=W0QBLO4I18v4saq_RvAzflSdVKAvjKmdkV2JdzrMW-eOOmGaPEfX0HJJy6u7MU0OGVyUGq3O5SAWQeXN2x6DZ4C31oA&loadFrom=DocumentDeeplink&ts=65.19)):

Sure. So I definitely don't claim to be a sneaker historian, but I know that we can definitely pinpoint the late 70s in terms of when we started to see the culture come into place. And that's mainly because, this whole sneaker culture has its roots in hip hop. And so, we think about what was going on in the late seventies with the hip hop culture. Yes, it was definitely about, verses and runs, but it was also about what people in that culture were wearing. And so a lot of that was driven by the sneakers they wore. Back then it was more people who were doing break dancing or rhyming. And so maybe Converse and Puma might've been something that they were really chimed into. But then we also see hip hop culture, having an impact in an even more prominent way with groups like Run-DMC.

Delisia Matthews ([02:07](https://www.rev.com/transcript-editor/Edit?token=mdUIancuyWgyvWBfEkCPDiFnh88pjQcAXzGyRobH_GkIhR-Tx2JFTOK_XBmHC7tzjSIBwYAitaA9A-3lT5oa8P1TgkE&loadFrom=DocumentDeeplink&ts=127.93)):

They even had a song called my Adidas where they talked about their show toe Adidas. And so again, it was about, what they were wearing and how they were able to exhibit that swag through their sneakers. And then the latter part of this whole sneaker culture definitely came with the basketball culture and of course, Michael Jordan, and so, Jordans and what that represented for the basketball culture, his whole performance, and this whole notion that it's got to be the shoes that were driving his athleticism. That's when we started to see sneakerheads really, really become a huge part of the revolution of the sneaker head culture. And so since it was all about the shoes, everybody had to have the shoes specifically Jordans.

Tracey Peake ([03:02](https://www.rev.com/transcript-editor/Edit?token=x3TaLBzxBkewWrWBPMQaOodk4ObEIXNW2bhrUOo9pgiUnzERK6RUiI-AIbTNDbkTgPM-yfdp4Xye-jHJiM17HjMku5Y&loadFrom=DocumentDeeplink&ts=182.76)):

I remember that. It's taken me back to high school quite a bit. I remember my Adidas by Run-DMC. I'm revealing my age here.

Delisia Matthews ([03:11](https://www.rev.com/transcript-editor/Edit?token=PVKKHM_lrULlfaEA1D67LEwhHmZNdAyQu31dqo9SbrIRxb87oyQTrabkCYad2knTXaKqC0yBSeTgIuJIhzSYeRORypg&loadFrom=DocumentDeeplink&ts=191.83)):

Absolutely. And then to answer your other question about what is a sneakerhead? Basically, it's an individual who lives and breathes sneakers and they know everything there is to know about the history of the sneakers. When certain collections drop, various color ways, they just really know everything there is to know about sneakers and they're very connected to all the different apps and communities that constantly pump out information about those sneaker drops and how to access them.

Tracey Peake ([03:46](https://www.rev.com/transcript-editor/Edit?token=3AFvpu729J6hQKYHEZ23s14Vaz0i56yFr0SWAUrYvjCjb3iPKVq3M8Y1Lunr8Tajxgj03a-PKc9E5OWcZ6XcA8LkQEk&loadFrom=DocumentDeeplink&ts=226.85)):

So, it's a lot like any other hardcore fan community basically. Is that what we're getting at here?

Delisia Matthews ([03:54](https://www.rev.com/transcript-editor/Edit?token=GwGctidVd7G8nXJEnKnQ-C3AEXvVCReQPqJDxh1wBUthmrSVksZgl9K3quYo2W_d0zK5PjSmVUCglV1R0L36R3jDpvU&loadFrom=DocumentDeeplink&ts=234.92)):

I would say so. But beyond the fan aspect, I would say it's also rooted in their identity as well. So what they choose to wear and what they're fans of, are part of who they are and how they express themselves and their identity as well.

Tracey Peake ([04:14](https://www.rev.com/transcript-editor/Edit?token=fOlwXm-Ep-uc111DvvE1_acG1EkZNpH5BNdYLcle6uRhXCGEH0TiWeob7ircUbUuYCrPlvGMSWjCTRegUtX1BPStbXs&loadFrom=DocumentDeeplink&ts=254.97)):

That's interesting. It's like any other choices that we make to show other people who we are. Only they're doing it specifically through footwear.

Delisia Matthews ([04:27](https://www.rev.com/transcript-editor/Edit?token=YEol1f6G2onlvbSbBxfTCeRQ6g9-rh81eyVi7-Yb-KZZ4K5e4b7yZPGTYyf3xyvzoOMOrmmga6EWpqWRhPoR5Nl77O4&loadFrom=DocumentDeeplink&ts=267.42)):

Absolutely.

Tracey Peake ([04:28](https://www.rev.com/transcript-editor/Edit?token=et36Q55YJ9f70_M5atkrJq9S2hIkI59kAEIBZpTDP2Lk_ly1x6DGRMIeNL3NDJ5krj8fawAxlMdWArDIJfgzqi9-B2s&loadFrom=DocumentDeeplink&ts=268.62)):

Okay. Qiana, this one's for you. It seems that being a sneakerhead goes beyond just looking good. It is an important source of identity for community members. So can we talk a little bit more, Delisia led into this about what that identity is?

Qiana Cryer-Coupet ([04:45](https://www.rev.com/transcript-editor/Edit?token=GC99YYKtZiZSwPPI9foymzw0LAyIchV-TAFEKG8WIt9MmVMCWRQmyrgZGIcJbi48AME-wSMaVHyqJ-ZV9ve_Fla9Hqo&loadFrom=DocumentDeeplink&ts=285.99)):

Yes. And so kind of thinking about how we came together to collaborate. I teach in the school of social work and we have a course that looks at human behavior in the social environment. And so when Delisia brought the idea of exploring sneakerheads to me, we began to talk through this idea of social identity theory. So how we fit this in the academic space for us to be able to better understand it, but then also translate those findings more broadly.

Qiana Cryer-Coupet ([05:13](https://www.rev.com/transcript-editor/Edit?token=_VsajnumM7DoYXKo_A55otyGh0WfYyQo8PSNEL_rnMWmyWcvzn7LuLPAVjBxf_Ltrdpqu9SXS1H3JxFIsiYE0L65jcc&loadFrom=DocumentDeeplink&ts=313.15)):

And so when we look at that social identity theory, there are three components. And so the first piece of that is, social categorization. And so when you are thinking about this idea of footwear and what that means to your own personal identity, oftentimes folks put people into boxes. So kind of categorizing, where do you fit?

Qiana Cryer-Coupet ([05:33](https://www.rev.com/transcript-editor/Edit?token=dZPPbxVlp9uvvj3eoXHGx1iw2J-IrUOMkYEAqXYkIGFAx6D2Hd6JZMrw--61g9dRpuYS3B7dKzCfhBZ4TmQvI6Yn1nw&loadFrom=DocumentDeeplink&ts=333.4)):

Is there a generational divide? So we know kind of thinking about those who grew up in the 70s and early 80s, the ways in which they identify with sneaker culture differ somewhat from those who would identify as a millennial or, I'm thinking about folks in gen Y. And so we have this idea of categorizing, where do you fit in terms of that overall identity?

Qiana Cryer-Coupet ([05:57](https://www.rev.com/transcript-editor/Edit?token=SRP-Pqyuw0Gjlpx4u8B1ZQrJnK3LfhtHbdXRC-ZH-ioZfYHYSNmRz3W06-RJAtsMRnjLuqeESKUXvNYTypKcq4yAh8E&loadFrom=DocumentDeeplink&ts=357.56)):

The next phase I'm thinking about social identity theory is thinking through social comparison. So we've heard some terms thrown around in our own research, this idea of thinking about those who are sneakerheads versus those who would identify as a hypebeast. We have those who might identify as collectors. So there's this comparison that goes on after you've categorized where a person might fit.

Qiana Cryer-Coupet ([06:22](https://www.rev.com/transcript-editor/Edit?token=UblX475jNxDPjgPxoIs9YMFecOydNaCHPngvg8KphwSweE45x7QjHt_EPHTNY8DZi7PQTIRi4Tw4ujprpMGw_w55qw0&loadFrom=DocumentDeeplink&ts=382.61)):

And then lastly, your actual social identity, where do you fit into this overall scheme? As we did the interviews for our sneakerhead research study, there were two components, one that really only interviewed those who identify as sneakerheads. So we had those who were collectors, those who were buyers, those who were sellers. And then we had a sub category of those who were fathers. So in terms of thinking about how men might utilize their identity as a sneakerhead to bond with their children. It was interesting to see that we had some who were identified as sneakerheads. They were brought into the culture by their children and not necessarily introducing the culture to their children. So I think there are many different aspects to think about how belonging to this community plays on an individual's identity and then how they're able to share that identity with friends and family.

Tracey Peake ([07:22](https://www.rev.com/transcript-editor/Edit?token=d5JVgTo93MIUciVKYN8PqvMAo7WYB43SVDiG64sGDLoFATJBAgbthjL36BDyWXawQ-q6TM2vOJ3qRZe0ykM8fc7CNuQ&loadFrom=DocumentDeeplink&ts=442.16)):

That's interesting. And you mentioned, that you were noting sort of general, excuse me, generational differences in the ways that folks who identify as sneakerheads, I guess, interacted or thought of themselves as sneakerheads. Can you talk about some of the generational differences in sneakerheads? Is it a difference in preference, a difference in brand or a difference in what it means to them to be a part of the community?

Qiana Cryer-Coupet ([07:49](https://www.rev.com/transcript-editor/Edit?token=Q3Ss1h6obXkPaNzK13I416RQzlqtYwODNpyCTfSb_I_zcstKHDUlChtEBWmHmCOVfxt54HDdoUQAtNkXs0y1egGVSCE&loadFrom=DocumentDeeplink&ts=469.2)):

I would say something that was most interesting to me was difference in access. And so when we think about those who were part of the earlier generations, the ways in which they were able to access sneakers were more limited than what we see now. So we know that the apps did not exist in the same ways, in terms of thinking through some of the celebrity collaborations, the number of colorways that were available, this idea of thinking about exclusivity seem to be something that was stronger for earlier generations than we might see with current generations.

Delisia, would you agree in terms of the thinking?

Delisia Matthews ([08:29](https://www.rev.com/transcript-editor/Edit?token=3ESZ8AnlN79CohgQlfhfG2sgpfNaugujorVHCmZiDH2GCHOfPiimM7u828S2RjGv7pgfFN1jgHFAizuuvx07dBAkQUg&loadFrom=DocumentDeeplink&ts=509.37)):

Yeah. I would definitely agree with that. And I think some other ways of where we saw the whole differences in generation show up was among the types of sneakers that they were interested in. So we definitely saw from the older sneakerheads, they were interested in the historical aspect of it. So, the Jordans, the retro Jordans that were maybe out when they were younger, but they weren't able to afford them then, parents wouldn’t buy them for them. And then the younger sneakerheads, it seems as though they're more interested in the more recent celebrity collaboration. So, the collaborations that Adidas has had with Kanye West or Travis Scott and his collaboration with Nike. So definitely more like a difference in generations in terms of their preferences as well.

Tracey Peake ([09:27](https://www.rev.com/transcript-editor/Edit?token=ZTWRIyCR5pF0a_lte_Hx_71O4-jPy0xGCn90ddrb06V9eTPzQ1onmAj6k-GLEQHYliLyqugw7ndD5aEwFbN6Y0PnE5Y&loadFrom=DocumentDeeplink&ts=567.88)):

And let me just get some definitions out there for folks or delve a little further into some of the terms that we're using. When we talk about color ways, what does that mean? What is a color way? Is it just the color pattern on the sneaker? Are there particular ones for each brand?

Delisia Matthews ([09:47](https://www.rev.com/transcript-editor/Edit?token=egm6xgGH4cRdRYgawQ1pJe1qrgRajNiXK4jJXoS-Cab2z0Ofh7swfeLkq6-TC5Ih6rDxFzKSfo9JIMKkfHXrlJ_m9V4&loadFrom=DocumentDeeplink&ts=587.21)):

Yeah. There's so much lingo out there. I think Qiana and I, we probably could put a whole sneaker dictionary together. But yes, colorways, it has to do with all the different colors that are represented on the sneakers. And so what happens is say, if we take like a Jordan One, there's an original color way that it came out with, it's the black, red and white. Well, what they do is they take those sneakers, those retros and then apply different colors that maybe weren't a part of the original sneaker. And so the different colors that are represented, they deem those the color ways.

Tracey Peake ([10:27](https://www.rev.com/transcript-editor/Edit?token=eaKTFL-kHA5W6NaHYi_C1dLfS_s6JhKT2Zg6_0TQucD2rb4knedh2e08cLSeg9wlP8azp_384RNvZpxXhS8GQBWojwM&loadFrom=DocumentDeeplink&ts=627.81)):

And you also have both mentioned that they use apps to find, when the latest sneaker that they want is going to drop and what store it's going to be at, is that how that's used?

Delisia Matthews ([10:40](https://www.rev.com/transcript-editor/Edit?token=vlQ6MTiYzEurZRqRcQ5ndP9Wq1xvjQlo-b11g-jWWXb9NM4q0CKl1kGktiEdmpy7ipJAiJCyfgbW6dVMZzcQNIdA_HY&loadFrom=DocumentDeeplink&ts=640.61)):

Yeah. It could be stores or it could be just accessing them online as well. And there are so many different apps. Stock X is, the goat app is one, there are so many different apps. And then of course they have ways that they communicate within their communities as well. So even local sneaker stores might have apps or use their social media in a way that gets the word out about what next shoe drop there's going to be.

Tracey Peake ([11:11](https://www.rev.com/transcript-editor/Edit?token=aucJt5Hgr7Nxe07o_aAosjs61m6eV4K4i3iq-2AzjnMbPwYvHg1ZpUbxyfdFbBNybiBMrkf230U8-GIU3_O9BowlWu8&loadFrom=DocumentDeeplink&ts=671.01)):

Delisia, these sneakers are not cheap. So is the price driven by scarcity or are there other factors? And if you're a marketer, a sneaker manufacturer, what is the secret sauce that makes a particular pair of sneakers a must have?

Delisia Matthews ([11:32](https://www.rev.com/transcript-editor/Edit?token=PaCIa64VeYkVg4KMTmiTYQFC_7uK25Q1BoQ9SP5j3sD-BNxW58GW3QpGzkLfr6HHi3W263pF7UzyVjiHAVIMRVxvuKw&loadFrom=DocumentDeeplink&ts=692.8)):

So, I definitely think scarcity is a huge part of it, that's what gets people. Back in the day, waiting in line for four hours to get that particular shoe, because they're not going to make a lot of them. But I think beyond that, it's the uniqueness of it. So there's been a lot of collaboration's lately where we've got, as I mentioned, different music, artists, celebrities, but then also artists that are adding their own unique spin. And so naturally when they got collaborations like that, they're only going to make a few of those. And so yeah, that scarcity piece comes into play, but it's also that uniqueness piece of it as well. And I think it's word of mouth too, within the community and people get to talking about it, there's quite a bit of buzz around it. And so I feel all those things make it the secret sauce as you say.

Tracey Peake ([12:32](https://www.rev.com/transcript-editor/Edit?token=U4ohM2GNBibXxO6I1wzk_nE1Q7IIFEMfsHoin35EjcaHH644JaXPvjQE8TrzFOBp6SC4cF81n9GFUv4GsuAlNXPwPUI&loadFrom=DocumentDeeplink&ts=752.67)):

Are these shoes primarily or always basketball shoes?

Delisia Matthews ([12:36](https://www.rev.com/transcript-editor/Edit?token=Om0_HqNqxg0Qog6kfONvJmZZEZ-r4v-XUX7cOMbdkq0bkJm-NaprQGBBkyoEPRTR-djsNm3VLN59Qq_l00w111RNEEU&loadFrom=DocumentDeeplink&ts=756.52)):

Well, in our research, we heard about predominantly the basketball shoes that were getting the most attention. However, there was one shoe that was a running shoe that a lot of the sneakerheads talked about, which is the Adidas ultra boost. And that was a shoe that was getting a little bit more attention, but I would still say predominantly it's the basketball shoes.

Tracey Peake ([13:05](https://www.rev.com/transcript-editor/Edit?token=g_TnMFYSCpyKOQY8BbltTyufGH-GroEhltY0aBlJ3NsDqA3q2Q_r9bh1FVJTZNlOGLdo9K0swqu20erIm390bQahY5A&loadFrom=DocumentDeeplink&ts=785)):

What about all the newer trends and being able to customize your own shoe online, designer customize your own shoe online? Is that something that would be interesting to a sneakerhead or are they more about getting something from the official collection?

Delisia Matthews ([13:25](https://www.rev.com/transcript-editor/Edit?token=fLD6bx3rZbp6RiyMBYw7cZmCZrFIAtvykOHJF0exhjt8rb7SWfOOFHVrurQNR-gKVTE96Eq29BWr7SDk8go09PZNY_Y&loadFrom=DocumentDeeplink&ts=805.6)):

I think that customization piece is something of interest, but probably in a different way. We actually did speak with a local sneaker retailer, SirCastleTees. That's actually not too far from NC State and that's basically the foundation of his business. So he takes, maybe a Jordan one or any type of sneaker, even Converse, Vans shoes are very popular with his customer base and he'll customize them in innovative ways. So he had sneakers that had a type of paint, where if it gets wet, it changes to different color, so things of that sort. I think would be interesting to have for some of the sneakerheads, but I'd say predominantly the culture is about getting those kinds of retro, already established type of shoes that are really customized.

Tracey Peake ([14:21](https://www.rev.com/transcript-editor/Edit?token=IfDkaJhmc0FBX2LM8eAPIETaHxJukqtqKLtseNw28z32gAaIuVO8bJQNfB6jfg4DvNZ11U9JV5GRC9eqC3nO9-lJLG4&loadFrom=DocumentDeeplink&ts=861.85)):

Right.

Qiana Cryer-Coupet ([14:22](https://www.rev.com/transcript-editor/Edit?token=1vttVHkW2KDS_1kDWDTuHHStQk0c1cXL65gHHkaa99DZVEi7C809q1m_b46TIkGn7gG7E7xlaM0lpP1yYWw6IFJz7kE&loadFrom=DocumentDeeplink&ts=862.74)):

We attended two sneaker conventions, one in Washington, DC, and one in Durham. And in terms of thinking about the ways in which folks acculturate children into the sneakerhead culture. They're now coloring books. A Nike has one or one that includes like Nike collection and one that includes an Adidas collection. And it helps smaller children to identify which shoe is what when it was initially released. And it gives them the option to customize the shoes because it's a coloring book. And so I think that's something pretty cool in terms of thinking about passing on and this idea of customization.

Tracey Peake ([15:02](https://www.rev.com/transcript-editor/Edit?token=IFt81p3goVl0F1tICEZ-RzThmVb2OF7vkLtawQxHCDmzmU9P0TX8nt5VjUNIJxSfvfX6ZK4xW7hVkh7HNlP-F7pzUCU&loadFrom=DocumentDeeplink&ts=902.83)):

That is really cool. When I was a kid, we just had dinosaur coloring books, but I could, but it's the same idea. You know every single thing there is to know because children are sponges for that stuff. That's really amazing. And I'm really starting to feel my footwear is boring, but let's continue. So you had mentioned hypebeasts and I'm a little curious, are these the sneakerhead nemesis? Are they two different groups of folks who pursue collecting these shoes for different reasons? Could you tell me a little bit more about, what the differences between a sneakerhead and a hypebeast?

Delisia Matthews ([15:49](https://www.rev.com/transcript-editor/Edit?token=Wcv33d31qAFDbRAy2VgWj7O3gJqkrlwdlRKsk2kBWtWMj9SXUg3lv-7B_60faNKQzvA9fmAjy7AWiseeERr4Ucxd_wo&loadFrom=DocumentDeeplink&ts=949.47)):

So this was something that I would say was really surprising for me, because it was almost like hypebeast, when sneakerheads talked about it, it was almost like a derogatory term to be called a hypebeast. And so when you think about sneakerheads versus hypebeast is kind of them versus us. So hypebeasts are individuals who they're all about the trends when it comes to sneakers, but they're usually interested in the trends or what's hype. Because most likely they're going to buy that particular trendy sneaker, and then try to resell it. And resell it at a much higher price.

Delisia Matthews ([16:32](https://www.rev.com/transcript-editor/Edit?token=iW0Q6r1Prvl88sby4zZpB0Vww88wjz7ColcRLjRjtlNMQG_OF1uQii5j5qG7YenI9hfmnfghhZQbKHJLhdKpEO4bhIE&loadFrom=DocumentDeeplink&ts=992.06)):

And so the sneakerheads typically have issue with that because one, they're trying to get those sneakers for their own collection, not for resale purposes. And then also there was this notion when we talked to them that hypebeast don't even really know the history behind the sneakers. And so for that, it was a sore topic when you think about sneakerheads and their relation to hypebeasts. Now, I don't know if I will use the word nemesis, but I would definitely say there is a sore spot in the hearts and minds of true sneakerheads when they think about hypebeasts.

Tracey Peake ([17:41](https://www.rev.com/transcript-editor/Edit?token=E72D4DSysNr-nR83YpOcpEFHH85B-Pl3BfBpejt1Vp6OkNl8NujZUPtdnTB5_LPzWxPPteXAtIr4Cai9nTxBvkoJQAM&loadFrom=DocumentDeeplink&ts=1061)):

That's interesting. And finally, this question is for both of you, what is the most interesting finding you guys came across while you were doing this work?

Qiana Cryer-Coupet ([18:00](https://www.rev.com/transcript-editor/Edit?token=QAJH7lHq5kTjk4yk0VA8pTyRCQjlyrilzwHGxRDa1RD8eLk_OGc6ek-dB6TdF_umVNPqBLpvV5Ss96qabnTcr39nj4s&loadFrom=DocumentDeeplink&ts=1080.9)):

Part of my interest in this work really was thinking about the social relationships that develop as a result of being part of the culture. And so when we began to talk to folks about like, who do you share in this culture with? We heard a lot of people say, or as we think about on the survey, people talk about friends and siblings. But the emergence of this idea of sharing it with your children was surprising, not surprising, but really interesting to me in terms of thinking through that. And so when we did some additional qualitative interviews with sneakerheads who were fathers and this idea of thinking about freedom of expression, particularly for black fathers.

Qiana Cryer-Coupet ([18:41](https://www.rev.com/transcript-editor/Edit?token=cFH7o4Fs_S8z6F3ziRt7BLS5ZWWtZvTpvnuHLLN-K8Z5O8xxYxkm4OZW2leSTdvARXFGA3-qB3AQaqeiQW-yPT-hFcM&loadFrom=DocumentDeeplink&ts=1121.73)):

We know that as we think about the ways in which black men move about the world, there are many ways in which they're oppressed and you don't necessarily have that freedom of expression. And so to be able to utilize footwear as a way of saying to your daughters and saying to your sons like, "This will allow you to stand out. This is something that belongs to you." We also had fathers in that category who talked about the importance of thinking through entrepreneurship, using sneakerhead culture as a way of teaching their children, the value of money, value of the dollar and how they might be able to utilize their knowledge of the sneaker community to enhance their own personal finances was very interesting to me.

Tracey Peake ([19:25](https://www.rev.com/transcript-editor/Edit?token=ZnTVNQU_GAAmqBTvmRLv6PxCtuQm7GS375s56-RhO31zz-B4j-BxbxK0sfc9Rfg9sS7Q5DvdLbqS1lFfyBllt_ooY5Q&loadFrom=DocumentDeeplink&ts=1165.11)):

Delisia, what was the thing that stood out the most to you?

Delisia Matthews ([19:28](https://www.rev.com/transcript-editor/Edit?token=IO9AHUB4bHld0Ak0rSp0kuA2G5eZhb8HT3OWEvUlEILX0Ct5A3s8DM62pEFjlxHagsGLXlJe_y3hyzfGAV6rhkaZrUY&loadFrom=DocumentDeeplink&ts=1168.67)):

I think it was one a particular phrase that I found very interesting from one of our participants. And he was talking about being in the space with fellow sneakerheads. And the phrase that he used was that when he enters the room, he doesn't make eye contact, but he makes shoe contact. In other words, he's walking in the room and looking first at people's shoes in order to see, if there are sneakerheads like him, what preferences they have, how they match their shoes with their gear, exhibit their identity through shoes. But instead of making eye contact, he makes shoe contact. So I thought that was very interesting.

Tracey Peake ([20:15](https://www.rev.com/transcript-editor/Edit?token=UljlaFKoUFfwFa1e9LqV61f7FWdq6W2hU2caMiLEWxycCePYrKkchRhMFBzRmS5ZdxxoD7EomvvmYcvrLED-Kxf9fNk&loadFrom=DocumentDeeplink&ts=1215.57)):

That is very interesting. This has all been very interesting. It's amazing to me what footwear can do in terms of giving a community a means of self-expression, a way to connect with other people, economic mobility, even. I thank you very much, both of you for being here today. This has been a lot of fun learning about sneakerheads. And again, my footwear is very boring.

Tracey Peake ([20:44](https://www.rev.com/transcript-editor/Edit?token=MGwEVk5yIeKjHi8OcbyOFD53ERC28yFHE7sBmr_7Dx9mU2pCj1CIatwzo9BAZFLhkv3qcxh0CQfqtV3lrG8Xu9TqdnM&loadFrom=DocumentDeeplink&ts=1244.8)):

We've been speaking today with Delisia Mathews, an assistant professor of Textile Brand Management and Marketing at NC State's Wilson College of Textiles and Qiana Cryer-Coupet, an assistant professor of Social Work at NC State. This has been audio abstract. I'm your host, Tracey Peake. Thank you so much for listening.