



# the athlete's foot celebrates its 50-year anniversary

From its humble beginnings as a locally owned business in Pittsburgh, Pennsylvania to being a global player with 500+ stores in 30 countries – retailer The Athlete's Foot has definitely claimed its space in the sneaker and streetwear business over the last five decades. This year, the brand is celebrating its 50-year anniversary in style with special collaborations and contributions from its global ambassadors.

1971  2021

While the sneaker and streetwear culture are now dominating forces in the global fashion and apparel market, there was no sneaker and streetwear chain before the 1970s. Seeing the potential of rising consumer interest in athletic shoes, American entrepreneur David Lando decided to open the first The Athlete's Foot in 1971 in downtown Pittsburgh, a store solely focused on athletic footwear. Now, 50 years later, the brand is stronger than ever with 500+ stores in 30 countries, bringing its unique footwear and apparel selection from the world's biggest sports brands to confident and conscious consumers all around the world.

## the original sneaker boutique

In celebration of this milestone, The Athlete's Foot invited its global ambassadors, including rapper Jadakiss and designer Jeff Staple, to showcase the brand's significance and success in a special anniversary video [<https://youtu.be/ZZX000f11Gw>]. With its finger constantly on the pulse of hip hop culture, arts, technology and fashion, The Athlete's Foot has been able to adapt to changing consumer needs while staying true to its entrepreneurial and wayward spirit. Or as DJ Clark Kent puts it: "The Athlete's Foot is essentially the original sneaker boutique". By constantly tapping into the wishes and priorities of Gen Z – or The Style Beholder as proclaimed by the brand – The Athlete's Foot has incorporated inclusivity, gender neutrality, uniqueness, authenticity and sustainability in every part of its business.

## special collections

Together with a few of its long-time partners, The Athlete's Foot celebrates its anniversary with some limited editions and special collections. With Puma, the brand created a special anniversary sneaker in two colorways, the Future Rider 'Dare to Play', and in collaboration with Jeff Staple's brand Staple Pigeon a capsule apparel collection was developed. For all sneaker heads, there's a limited edition Crep Protect box, containing all the essentials to keep your footwear fresh and clean. Consumers can also enjoy activations in-stores and participate in giveaways and activations on the brand's social media outlets.

**on to another 50 years of sneaker and streetwear culture, curated by the athlete's foot.**



## about the athlete's foot

The Athlete's Foot (TAF) is a global retailer of athletic streetstyle inspired footwear, apparel and accessories. Its headquarters are located in Amsterdam, The Netherlands. The first store opened in Pittsburgh, Pennsylvania in 1971. Today, The Athlete's Foot is present in over 30 countries across the world with over 560 stores, from United States and Australia, to Europe, the Middle East and Latin America. Strategic Brand partners of The Athlete's Foot include Nike, Jordan, adidas, Reebok, Puma, New Balance, Converse, The North Face, Vans and many more.

For more information, please visit our website [www.theathletesfoot.com](http://www.theathletesfoot.com) or send an email to [marketing@theathletesfoot.com](mailto:marketing@theathletesfoot.com).