



The Sneaker Book: 50 Years of Sports Shoe Design

Melissa Cardona

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Sneakers are more than just athletic shoes - they are also fashion statements, status symbols, and cultural icons. This book traces the progression of sneaker design from the early canvas-topped rubber soles to the hi-tech innovations of the late 1980s. Over 450 color and black-and-white images compiled from magazine advertisements that date back to 1940 explore a half-century of athletic shoe design for track, football, soccer, baseball, basketball, running, tennis, and casual wear. Included are designs by Converse, Keds, Adidas, Nike, Puma, Reebok, and New Balance, among other companies. Fashion historians, designers, and sneaker fans will all love this exciting book.

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