

# Shine Brighter 2de

## Shortfile 10 Sneaker culture

Extrait p. 97 – Article d'Ethan Reynolds, *cottonable.com*

### **From Jock to Punk: How Converse's Iconic Shoes Went From the Basketball Court to the Mosh Pit<sup>1</sup>**

The Chuck Taylor's, officially the Converse All-Star, has a unique place in pop culture, mostly because of how ubiquitous<sup>2</sup> it is across various subcultures, from sneakerheads and sports fans, to graffiti artists, and of course, the punk scene. It's as American as Apple Pie and Baseball, despite being a product of a Canadian sport. In a recent study, a staggering<sup>3</sup> 60% of the entire population of the country has stated owning at least one pair of All-Stars in their lifetime. Even today, it is still the highest selling sneaker in history, bar none<sup>4</sup>.

Its place in punk rock history, of course, is probably the best documented, from The Ramones and Nirvana, to Taking Back Sunday and Dashboard Confessional; it's the footwear of choice for anti-establishment, angst<sup>5</sup>, and youthful indiscretions, a true testament to punk's use of corporate irony and turning their products into a weapon against the system itself. [...]

In fashion, punk brought to the fore the idea of DIY-ing your wardrobe as a show of rejecting society's customs. It is in this vein that The Ramones first started wearing Chuck Taylors regularly. In his mind, Johnny Ramone saw it as a way to show disdain<sup>6</sup> over "proper" clothing, as sneakers were only supposed to be worn in the gymnasium or in training. [...]

With a storied past and a bright future, Converse All-Stars, or 'Chucks' as fans call them, are more than just a pair of shoes: they're a lifestyle.

Ethan Reynolds, *cottonable.com*, 2019

1. *fosse de concert* 2. everywhere 3. impressive 4. *sans exception* 5. anxiety 6. disrespect

### **Run DMC x adidas: the original collab that changed sneakers forever**

The legendary rap group from Queens, New York, made history by not only popularizing the iconic adidas Superstar silhouette but also reshaping the entire sneaker industry. [...]

Run DMC emerged on the hip-hop scene in the early '80s with a sound characterized by hard-hitting beats, clever rhymes, and a rebellious attitude that resonated with the youth. They were more than just rappers; they were cultural icons who blended music and fashion in ways that no one had ever done before.

The game-changing moment occurred in 1986 when Run DMC dropped their hit single "My Adidas." The song, an ode to the iconic Three Stripes, celebrated the group's love for adidas—particularly a certain pair of shell toes. What made it truly groundbreaking<sup>1</sup> was that it wasn't just a song; it was a movement. Fans in the crowd, inspired by the track, started holding up their adidas sneakers in the air at concerts, and soon the brand took notice.

In response to this grassroots fandom<sup>2</sup> galvanized by Run DMC, adidas made a huge gamble. They approached the group with an eye-watering<sup>3</sup> endorsement deal<sup>4</sup>, becoming the first major sports brand to partner with hip-hop artists. The partnership was a turning point in the sneaker industry, bridging the gap between sports and music, and forever changing the way sneakers were marketed.

The adidas Superstar became the star, if you will, of Run DMC's partnership. The group famously rocked<sup>5</sup> them laceless with the tongues pushed out, a look that would become forever linked to their singular style. This unorthodox fashion set a new trend in the hip-hop community, turning the Superstar into a symbol of authenticity and street cred.

Daniel So, *highsnobiety.com*, 2023

1. avant-gardiste 2. ordinary people 3. surprising 4. contrat publicitaire 5. wear

### **Sneakerhead Culture: Why Gen Z is Obsessed with Shoe Collecting**

In recent years, sneakerhead culture has skyrocketed<sup>1</sup>, particularly among Generation Z, who have embraced and propelled<sup>2</sup> this trend to unprecedented levels of popularity. For Gen Z, sneakers are not just shoes; they are a canvas<sup>3</sup> for self-expression, a sound financial investment, and a vital part of their digital and real-life communities. [...]

As Generation Z continues to define its place in the world, its members are actively influencing the sneaker industry with a strong push towards sustainability<sup>4</sup> and environmental responsibility. This generation, known for its environmental activism, is demanding more than just style and brand name from their sneakers; they seek innovation in sustainability that aligns with their values of ecological stewardship<sup>5</sup>. [...]

They advocate for the use of sustainable materials such as organic cotton, recycled plastics, and natural rubber, which not only minimize environmental impact but also promote a more ethical approach to fashion. [...] Recycling programs are another area where Gen Z's influence is noticeable. They are enthusiastic about initiatives that repurpose old sneakers into new products or that responsibly dispose of shoes at the end of their life cycle. [...]

Sneakerhead culture among Gen Z is a vibrant intersection of fashion, finance, technology, and social interaction. It reflects the values of a generation that prizes individuality, connectivity, and responsibility.

ankitamishra, *furyblades.com*, 2024

**1.** increase rapidly **2.** move forward **3.** toile **4.** durabilité **5.** responsable des ressources

## Évaluation de la compréhension de l'écrit – Guide pédagogique

Extrait – Article de Zack Schlemmer, “The Sneakers That Defined Skateboarding”, *sneakerfreaker.com*.

### **The Sneakers That Defined Skateboarding**

Skateboarding is a unique sport, in that it has no formal rules, professional league, dress code, or equipment. All you really need is the skateboard itself and a pair of shoes. Well, some type of clothing is also recommended, but let's get back to the shoes. Like most other sports, skateboarding does have footwear designed specifically for it, which has been perfected throughout the years as both the sport itself and footwear technology progress. You can skate in just about any rubber-soled shoe, but you'll have mixed results—a pair of Vans is going to be more ideal on the board than a pair of Foamposites. A great performance skate shoe has to be durable and protective enough for both the shoe and the wearer to withstand the ollies, flip tricks, and massive drops imposed on them, yet flexible and thin enough to provide adequate agility and board feel.

But skateboarding isn't just a sport. It's an art, a lifestyle, and a culture. Style matters in skateboarding, and the best skate shoes aren't determined only by their tech or performance, but also by the way they look. A skate shoe can feel amazing, but it's not going to become a classic without style, history, and cultural relevance to back it up. Every era of skateboarding from the early days of 'sidewalk surfing' to Yuto Horigome's gold-medal-winning nollie backside 270 to noseblunt has its archetypal skate shoes.

Zack Schlemmer, *sneakerfreaker.com*, 2024