

KOREA

STREET CULTURE FESTIVAL

Sneaker Con

SEOUL



SNEAKER CON SEOUL 2024
OVERVIEW

About SNEAKER CON



The Greatest Sneaker Show On Earth, SNEAKER CON

SNEAKER CON Seoul's First Opening
October 4-6, 2024

SNEAKER CON

Celebrities



Dwyane
Wade



Dennis
Rodman



Nate
Robinson



Isaiah
Thomas



Ray
Allen



Penny
Hardaway



Kevin
Durant



James
Harden



Austin
Reaves



Shareef
O'Neal



Jeff
Hamilton



Jeff
Staple



Paul
Rodriguez



Steven
Harrington



Sean
Wotherspoon



Hiroshi
Fujiwara



OG Slick



Chris
Rock



Quavo



Offset



Lil Yachty



Kevin
Gates



Soulja
Boy



Fat
Joe

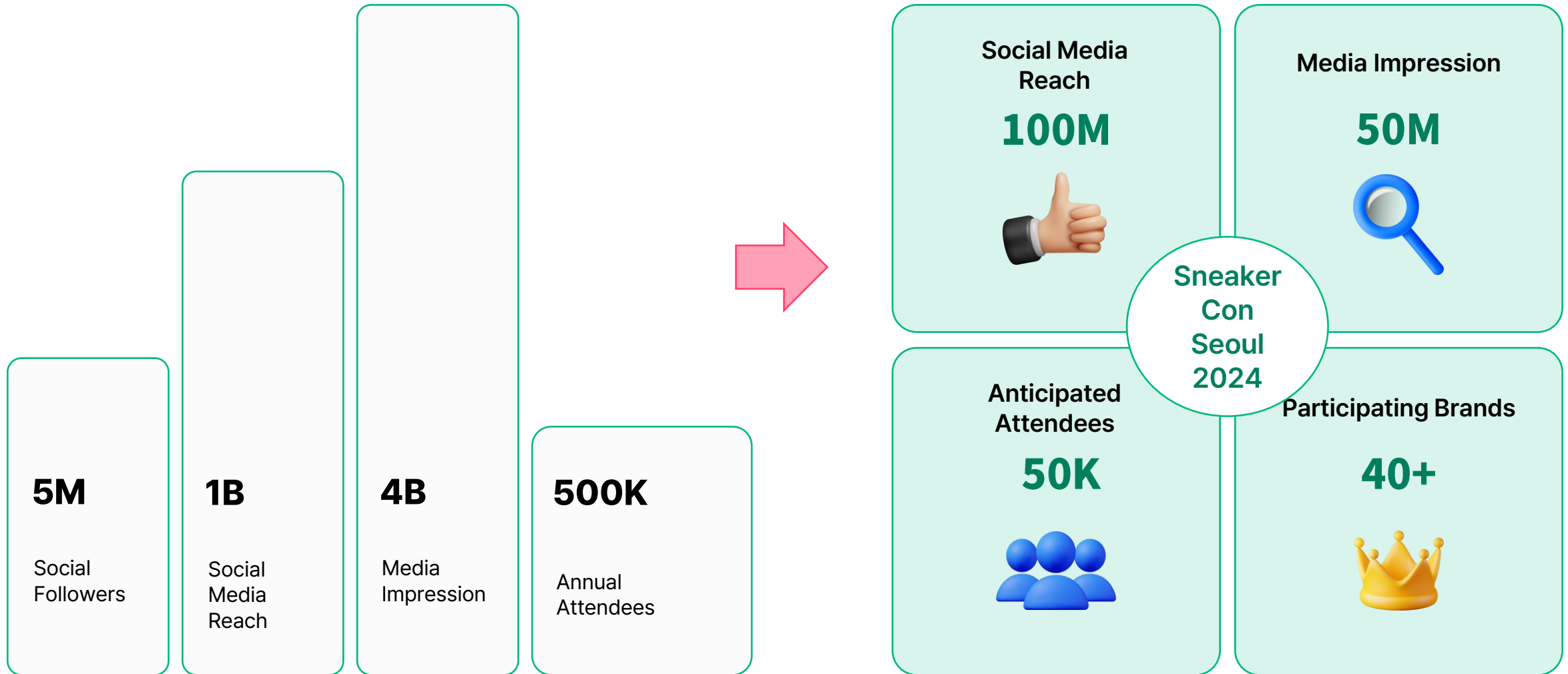
SNEAKER CON

Partner Brands

By collaborating with various sneaker brands, street fashion, beauty, music, and more, Sneaker Con sheds light on the street culture scene in a multidimensional way



SNEAKER CON Influence



SNEAKERCON SEOUL

STREET CULTURE FESTIVAL

SneakerCon Seoul breaks away from the focus on sneakers, evolving into a unique Street Culture Festival that brings together with a wide range of street fashion brands and artists.

Set at the heart of Korea's street culture, it promises to present innovative and captivating content, offering a distinctive experience in fashion, art, and performance that everyone will immediately think of.



Sneakers



Streetwear



Accessories



Collectable



Beauty



Lifestyle



Collaboration



Music Performance



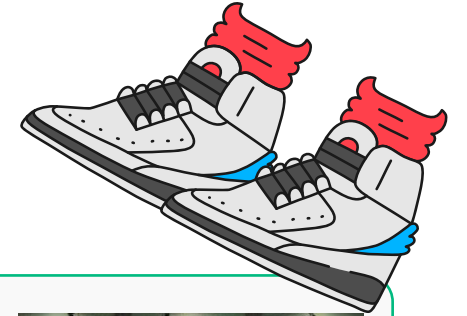
Art



F&B



SNEAKER CON SEOUL Press Release



[THE CHOSUN DAILY]

**World's Greatest Sneaker Show 'Sneaker Con' Coming to Seoul Next Year...
Urban Complex Secures Hosting Rights**

November 22, 2023



[Maeil Business Newspaper]

World's Greatest Sneaker Show 'Sneaker Con' being held in Seoul in October
2023.11.21



[News 1]

World's Greatest Sneaker Show 'Sneaker Con' Landing in Korea in October Next Year

2023.11.22



[Munhwa Ilbo]

World's Greatest Sneaker Show 'Sneaker Con' Taking Place in Seoul Next October
2023.11.21



KOREA

STREET CULTURE FESTIVAL

SNEAKER CON SEOUL
SPECIAL POINT



SEOUL STREET CULTURE WEEK

10.01 - 06

Seoul Street Culture Week

10.02

Pre-party

10.04 -06

The event

Centered around Sneaker Con Seoul, we will co-host 'Seoul Street Culture Week' with the city of Seoul, presenting a diverse array of events to celebrate street culture.

The 'Street Culture Week,' taking place in and around the Seongsu-dong area and throughout Seoul, aims to be a vibrant amalgamation of street fashion, art, dance, food, and more.



SEOUL STREET CULTURE WEEK

Street Dance Battle

1MILLION, the heart of South Korea's street dance scene, will host a global street dance battle featuring Lia Kim. Participants, competing for a total prize pool of 10 million won, will showcase their unique styles in pursuit of victory. Special performances by guest dancers will also provide a memorable experience.

Seoul Wall

Global graffiti artists and Seoul's local artists will converge at Seoul Wall, an iconic spot in the city. There, the unyielding spirit of freedom and youth will be engraved into the space. Experience the dynamic street art of Seoul firsthand.

Street Snapshot

A street fashion program featuring emerging designers. Through distinctive street styling in the streets of Seoul, the program highlights the charm and limitless possibilities of everyday street fashion.

Seoul Gourment Trip

In the heart of Seoul's vibrant streets, you'll have the opportunity to explore a variety of restaurants curated by food docents. This experience invites you to discover unique flavors and aromas that will tantalize the senses of food enthusiasts.



SNEAKER CON OG Content



Brand Alley

Brands from various sectors including sneakers, street fashion, F&B, and lifestyle will build unique connections with audiences through their distinctive content.

SNEAKER CON OG Content



Marketplace

A space where unique and high-value products are traded, centered around renowned sellers and collectors.

SNEAKER CON OG Content



Stage

The event will be filled with energetic content, including artist performances, brand programs, and live auctions.



SNEAKER CON OG Content



Battle Zone

Dynamic content will include a global street dance battle with artists, sports events, and more, all themed around street culture.

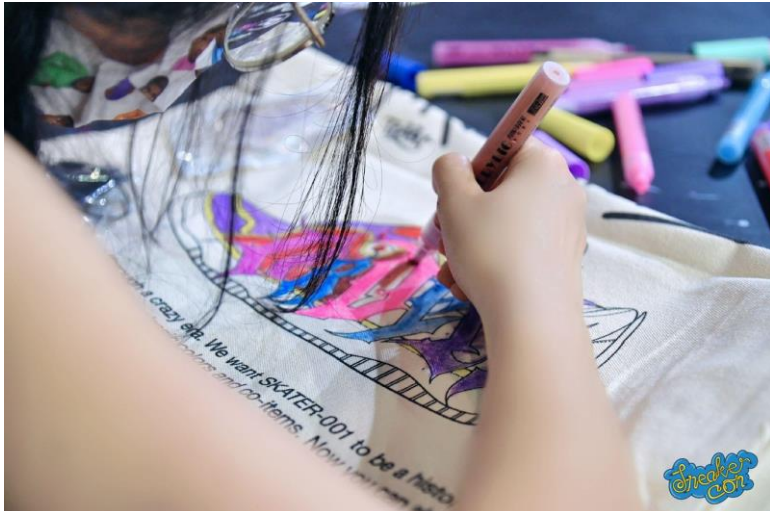
SNEAKER CON OG Content



Artist Zone

You can experience the expansion and diversity of subculture through a wide range of works and performances by both domestic and international street artists.

SNEAKER CON OG Content



Workshops

Anyone can become a street artist in a space where you can create your own fashion goods, such as custom sneakers.



THANK YOU

 [sneakercon_kr](https://www.instagram.com/sneakercon_kr)