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Sneaker con 2025

Sneaker Con returns to Atlanta on June 28th, 2025, marking a monumental moment in its history. From humble beginnings in a Times Square comedy club to hosting over 300-500 vendors, brands, and partners at each event, Sneaker Con has evolved into a global platform that has transformed lives. The goal remains the same: to serve the community and provide opportunities for new sneakerheads to enter the world of buying, selling, and trading. In 2013, Sneaker Con Authenticated was introduced as a free service to ensure buyer-seller protection, and today it continues to thrive at every event. The introduction of Ace Of Customs in 2013 revolutionized the customizer scene, allowing artists, designers, and creators to showcase their work and build careers. Many "customizers" have since become successful entrepreneurs, working with prominent sneaker brands like Nike, Jordan, Adidas, and more. In 2014, the Trading Pit debuted, providing a space for buyers and sellers of all sizes to connect and grow. Over the years, many have gone from having just one pair to building impressive collections and legitimate businesses. Sneaker Con also paved the way for content creators and influencers to access the culture, build their own brands, and engage with fans through its main stage, Sneaker Conversations. In 2015, YouTube engagement surged, and Sneaker Con became a hub for content creators to gain access to exclusive products, build their audiences, and connect with fans. The introduction of Sneaker Con Hoops further amplified the event's entertainment value. The brand has since expanded globally, hosting events in London, UK; Canada; Hong Kong; Australia; China; Japan; Singapore; Germany; Brazil; and more locations. As a testament to its impact, Sneaker Con has designed over 500 products, collaborated with renowned brands like Jeff Staple, Diamond Supply Co., Steven Harrington, A Bathing Ape, Sean Wotherspoon, Jeff Hamilton, Spalding, Crocs, Mitchell & Ness, eBay, MGM Resorts, and many more. This year marks an epic celebration of Sneaker Con's 16-year history. With new products, partnerships, and limited drops on the horizon, this will be a memorable year for vendors, partners, attendees, and fans alike. Over twenty annual events held in cities like New York, Los Angeles, London, Shanghai, Sydney and Toronto attract more than two hundred thousand attendees along with over four thousand vendors. Sneaker Con, a live marketplace where people can buy, sell and trade authentic shoes, is open to the public. Each Convention Center has a lost and found located at the security office for attendees who misplace their belongings. Sneaker Con allows attendees to bring as many shoes as they can carry to sell, but not anything with wheels such as dollies, carts, wagons or hand trucks. Attendees are also prohibited from bringing chairs and pets, except service animals. There's no need for ID or age restrictions to enter the event, which is family-friendly. The streetwear scene continues to dominate fashion trends worldwide by blending urban culture, art and individuality. For enthusiasts, attending events like Sneaker Con is a great way to stay ahead of trends and connect with fellow fans. These events offer exclusive drops, networking opportunities, trend insights and interactive experiences that combine fashion, art and community. Here are some must-attend streetwear events in 2025: 1. ComplexCon 2025 will take place in Long Beach, California, featuring music, art and fashion. Expect exclusive product launches and panels with industry leaders. 2. Sneaker Con will be held in multiple cities worldwide, including New York, London and Tokyo, offering a platform to buy, sell and trade rare kicks. 3. Paris Fashion Week (Streetwear Focus) will take place in September 2025, showcasing streetwear brands' latest collections. These events are cultural phenomena that bring fashion, art and community together. They offer exclusive drops, networking opportunities, trend insights and interactive experiences. High fashion has gained significant attention for its streetwear showcases, with iconic brands like Off White, Balenciaga, and Supreme making appearances. Agenda Show 2025 in Las Vegas is a hotspot for discovering emerging streetwear brands, while Hypefest 2025 in New York City offers panel discussions, street art, and brand activations. To make the most of these events, preparation is key: secure tickets early, plan your outfit, network, and budget for exclusive drops. Follow event-specific hashtags like #ComplexCon2025 or #SneakerCon2025 to stay updated on news and trends. These events are more than just gatherings; they're celebrations of creativity and community, shaping the future of fashion. For streetwear enthusiasts, 2025 is shaping up to be an exciting year with these events offering the latest trends, networking opportunities, or simply an unforgettable experience. Start planning now and mark your calendars to ensure you don't miss out on the action. Sneaker Con Atlanta promises to be the biggest sneaker marketplace yet, featuring over 250 vendors and 100,000+ items under one roof. The event offers a buyer-friendly environment with no fees, free authentication, cleaning services, and cash-outs of over \$500,000. With various locations in Houston for events such as Bayou City Event Center and Social Status, attendees can expect to buy, sell, and trade sneakers without carts or dollies. For the upcoming Sneaker Con event, social media specialists are needed to create engaging content across platforms like TikTok, Instagram, YouTube Shorts, Twitter/X, Threads, and Facebook. The ideal candidate should have deep roots in sneaker culture, internet trends, and collector communities. To excel as a Social Video Content Editor at Sneaker Con, one needs to possess a unique blend of creative vision, cultural acumen, and technical expertise. The ideal candidate should have 2-5 years of experience managing brand social media, with a deep understanding of sneaker culture, youth culture, fashion, or events. A proven track record of growing followers organically on TikTok and Instagram is essential, as well as knowledge of editing tools like Adobe Suite, CapCut, and native platform tools. Strong writing and content ideation skills are necessary to translate visually engaging moments into viral captions and trend-based executions. The ability to stay up-to-date with algorithm changes, new platform rollouts, and evolving trends is crucial, with a willingness to continuously learn and adapt strategy every 3-6 months. The ideal candidate should be highly self-sufficient, able to generate new ideas and act on them quickly without waiting for direction. Sneaker Con looks for creative problem solvers who can craft visually stunning content that resonates with the sneaker and collecting community. They seek individuals who are culturally tuned-in, passionate about sneakers, and excited to collaborate with the Sneaker Con team. Seeking Social Video Content Editor with expertise in short-form video editing, particularly for social platforms like TikTok, Instagram Reels, and YouTube Shorts. Must have proficiency in Adobe Premiere Pro, CapCut, or similar tools. Familiarity with sneaker culture, collecting culture, streetwear, and pop/internet culture is a plus. Desired skills include visual storytelling, viral trends analysis, user-generated content creation, and polished brand campaign experience. Ability to think creatively and strategically, with an interest in developing recurring content formats. Bonus points for filming/shooting experience and social media presence. Key Responsibilities: * Drive growth through acquisition and retention across various marketing channels * Strategize, manage, and optimize performance marketing channels (Facebook, Instagram, TikTok, paid search, display, influencer marketing, CRM) * Manage testing framework and feedback loop to continuously iterate on paid advertising creative efforts * Test new channels to scale growth for the business in new and existing markets * Collaborate with leadership team and finance team to understand economics of the business and build sustainable growth strategies Requirements: * 2-4 years of short-form video editing experience focused on social platforms * Proficiency in Adobe Premiere Pro, CapCut, Final Cut, After Effects, or similar tools * Deep familiarity with sneaker culture, collecting culture, streetwear, and pop/internet culture * Ability to think creatively and strategically, with an interest in developing recurring content formats If interested, please submit: * A short introduction about yourself, including background, interests, and favorite piece of sneaker culture content * Links to 2-3 video samples showcasing editing skills (bonus if they reflect sneaker, fashion, or event culture) * Optional: personal social accounts or portfolio links * Updated resume in PDF format Email to: careers@sneakercon.com We're seeking a Performance Marketing Manager to join our team! As the most trusted and respected event for sneakers and related collectibles, we're looking for someone with hands-on experience in paid social and/or paid search platforms, excellent excel skills, and strong critical thinking abilities. You'll be responsible for interpreting raw data into meaningful insights, KPIs, and narratives, while also leveraging your project management experience to ensure seamless execution. If you're passionate about performance marketing, growth marketing, and sneakers, we encourage you to apply! Sneaker Con is an equal opportunity employer and welcomes applicants from all backgrounds. To apply, please submit a paragraph about yourself, include your phone number, resume, and send it to careers@sneakercon.com with the subject line "Performance Marketing Manager". As the largest sneaker convention in the world, we're gearing up for our biggest event yet Sneaker Con Denver at the Colorado Convention Center on April 26, 2025! With over 250 vendors and 100,000+ pairs of sneakers, streetwear, and collectibles under one roof, this is an event you won't want to miss. Whether you're looking to buy, sell, or trade, enjoy the advantage of no buyer or seller fees and no shipping costs! So, what are you waiting for? Apply now and join our team as a Performance Marketing Manager! Sneaker Con does not permit smoking inside the event area or on the covered inner roadway sections, with exceptions made only for service animals and their owners. All other pets are strictly prohibited from entering the venue. There is no minimum age requirement to attend Sneaker Con, nor do attendees need to present identification to gain entry. The event welcomes families and children of all ages. Guests are encouraged to freely capture and share photos on social media platforms like Instagram, Facebook, TikTok, and Twitter, using relevant hashtags such as #Sneakercon and tagging the official Sneaker Con accounts. Note that Wi-Fi is available for purchase within the Convention Center itself, but attendees will need to arrange for their own coat storage or transport, as there is no in-house Coat Check service provided. The event takes place on June 14th, 2025 at Huntington Place Convention Center, located at 1 Washington Blvd in Detroit, MI, with a zip code of 48226.

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