

# If your taste leans toward avocado toast, these folks have the shoes for you

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Saucony is selling a sneaker inspired by avocado toast. Photo by: Saucony

Your new sneaker could look good enough to eat.

Saucony is now selling an avocado toast sneaker inspired by the favorite food.

## Consumers Are Gobbling Up These Sneakers

The men's Shadow 6000 Avocado Toast is made of brown leather to look like toast and what the company calls green "smashed avocado textured suede," a material that's soft to the touch. The sneakers feature red-pepper flake speckle on the ankle's collar lining, and a "Saucamole" shout-out on the heel.

The sneakers cost \$130, about 10 times what avocado toast can cost on some menus.

Sneaker fans and foodies are gobbling up the new tennis shoe. As of 3:30 p.m. February 27, 11 of the 17 sizes were no longer available on Saucony's website. The shoe is also for sale at select sneaker boutiques around the country.

## **"Everything You Avo-Wanted"**

"Celebrate your health kick," Saucony says on its website. "It's everything you avo-wanted, even if the guac is extra."

Only 1,200 pairs were made, according to Saucony spokesman Jason Faustino, who added that another food-related sneaker is coming in August.

This isn't the first time Saucony has turned to a menu for shoe inspiration. They suggested America runs on Dunkin' – literally – when in March 2018, right before the Boston Marathon, they teamed with Dunkin' Donuts to create a doughnut-themed sneaker, decorated with pictures of sprinkles, coffee and doughnuts and the DD logo.

Saucony also isn't the only sneaker company to produce a food-related shoe. Nike has made sneakers based on desserts, chicken and waffles, Starbucks, breakfast cereals and Krispy Kreme doughnuts. Converse had a sneaker with a Coca-Cola theme. Vans has adorned its shoes with pictures of everything from tacos and pizza to cupcakes and hamburgers.

## **Ordering Pizza On The Run**

At least one tennis shoe came about via the opposite route – with a food brand heading into the sneakerverse. In March 2018, Pizza Hut unveiled its Bluetooth technology-enabled Pie Tops II, sneakers that let people order pizza by pressing a button on their shoe.

Like the limited-time offers fast-food companies use to create buzz about their brands, the Saucony Shadow 6000 Avocado Toast is the latest in the footwear industry's line of stunt sneakers.

"It's not commercially important, but it gets them a ton of attention," said Matt Powell, senior industry adviser for sports at the research company NPD Group. "It's about publicity, it's about marketing and it's about having a bit of fun."

## **Catering To Your Taste**

U.S. retail sales of sneakers were an estimated \$21.2 billion in 2018, according to NPD. That's up from \$19.6 billion in 2017.

"The pleasant experience of having avocado toast at brunch on Sunday allows you to carry the feeling into your shoes as well," Powell said. "Having something to wear on your feet, your body, having your favorite indulgent food are feel-good things that help us go through what we're going through right now. I love avocado toast and therefore, I bought shoes that look like them."

Saucony is owned by Wolverine Worldwide of Rockford, Michigan. Wolverine's other brands include Keds, Hush Puppies, Sperry and Stride Rite.