

European streetwear, sneaker convention comes to South Africa

Sneakerness, where sneaker fans and manufacturers come together to buy, sell and swap footwear and street fashion, will debut in Africa in Johannesburg from 16-19 November 2017.



Sneakerness already has a global following with events taking place in Berlin, Cologne, Amsterdam, Paris, Moscow, Warsaw and Zurich.

The convention in November will offer limited edition merchandise, as well as a series of workshops, launches and talks from the world's best footwear and streetwear brands. International brands and major sneaker stores, as well as private sellers and collectors from all over the world, will come together to buy, sell and swap footwear and street fashion, from classic and real rarities, to the newest trends in street culture. Alongside the finest sneaker vendors, visitors will experience (street) art, graffiti, music, as well as good food and drinks.

Jozi fans can get a glimpse of what they might expect to see at this global show at the 'Sneak Peek' preview event from Thursday 19 – Sunday 22 October 2017 at Shop 1, Corner Kruger & Main Street, Maboneng, Johannesburg. Tickets are complimentary but [online registration](#) is essential.

The preview event will include product launches and merchandise from Sneakerness and Patta; workshops, masterclasses and talks from Sneakerness and Patta and culminates on the Sunday with a BBQ and the Patta Soundsystem. Each night

will be open to 100 guests only and will feature appearances from local DJs.

Tickets to the main Sneakerness convention are [available online](#).

For more, visit: <https://www.bizcommunity.com>