

PRESS LINKS:

Highsnobiety:

<https://www.highsnobiety.com/p/laced-sneaker-app/>

Sneakerfreaker Magazine:

<https://www.sneakerfreaker.com/sneakers/is-laced-app-the-cheapest-way-to-cop-new-sneakers/>

GQ Magazine Denmark:

<https://www.gq-magazin.de/mode-stil/mode-news/neue-app-fuer-kultsneaker-180604>

Fashionista:

<https://fashionista.com/2019/08/best-sneaker-apps>

Footwear News:

<https://footwearnews.com/2019/business/retail/retail-sharing-economy-resale-rental-services-1202887560/>

LACED app is the best way to get sneakers below retail! Bid small and win big.

OVERVIEW:

[Laced](#) is not your typical sneaker resale platform, we are a gamified low-cost auction platform that gives our users a fair chance to participate in sneaker auctions, changing the way limited and exclusive sneakers are purchased. No more lines, no more fakes, no more middlemen—just an honest way of playing and winning the most hyped shoes for the best possible price.

DATA:

OUR MISSION

We plan on Lacing everyone with a pair of kicks for under 3\$!

Laced will get sneakers into the hands of those who miss out because of scarcity and inflated market prices. The platform is a new experience for sneakerheads. No more lines, no more fakes, no more middlemen: just an honest way of winning the hardest shoes for the best possible price.

HOW TO PLAY:

Currently, Laced offers one or two auctions per day. At the time of the auction, users may enter, and start to bid. Each time a bid is placed, the price of the sneaker will go up 1 cent and the timer will reset. If you place a bid and the timer runs out, you win. The winner of the auction will then purchase the pair of the brand new sneaker at the final auction price.

Everybody wins—the winner of the auction receives their bids back that were used in the auction, and the losing participants are awarded reward credits to the in-app store for Laced hoodies, vintage-inspired tees, and sneaker centric accessories.

BASIC FACTS:

- Laced currently has over 85,000 downloads
- 62,500 active bids on the platform
- Over 450 auctions played
- The cheapest sneaker win was .52 cents
- The most expensive sneaker win was \$108 (Nike x Off-White UNC)
- The shortest auction to date has been 12 seconds and the longest has been longest of 3 ½ hours
- Over \$100,000 of sneaker inventory have been won on Laced