

WHO WE ARE:

We are passionate about sneakers, We are problem solvers and data driven, most importantly we are consumers!

LACED was born as a solution for the current heartaches of all sneaker enthusiasts. We all continued to experience the same problems within the market; An overwhelming amount of Stores and Apps that all have the same consumer experience and outcome, consistently increasing prices we couldn't afford, and low availability of the shoes we dreamed of. In turn this felt unfair to the consumer (us), creating the impression that getting what they really want is impossible or would ultimately break the bank.

With this in mind the founder of LACED (a sneaker collector and enthusiast) decide to flip the market on its head and create a solution.

OUR MISSION:

Our mission will always be, to make goods accessible and get them into the hands of the consumers at the lowest price possible.

This will not be an easy task, as we believe supply and demand will always define the sneaker market. However, by setting out to accomplish our mission we hope the gaps between the primary and the secondary market will eventually disappear, allowing consumers to buy items in the secondary market at a discounted price.

We also understand that user experience is essential, we want consumers to never grow bored of the same purchasing experience. We want all users to have fun as we had creating it and enjoy the LACED experience as a whole.

With that said we will always continue to thinking outside the box and bring creative innovation to the LACED platform and more importantly to our users.