

NBA PROSPECT AJ HOGGARD SIGNS PARTNERSHIP WITH HOUSE OF SOLES

Michigan State University's hottest point guard is changing the game by partnering with Gen Z entrepreneurs.

EAST LANSING, MICHIGAN, UNITED STATES OF AMERICA, May 16, 2023 /EINPresswire.com/ --

“

I have been watching AJ play and his sense of style and level of dedication matches our own, so he's a perfect match with the House of Soles.”

Lonnie Smith, CEO of House of Soles

College basketball standout and National Basketball Association (NBA) prospect AJ Hoggard signed a NIL partnership deal with sneaker reseller [House of Soles](#). Hot on the heels of declaring himself for the 2023 NBA draft (while maintaining his college eligibility), the Michigan State University (MSU) guard has the potential to make an impact at the next level as MSU alumni Draymond Green, Magic Johnson and Jarren Jackson Jr.

"AJ has the size, skillset, and IQ that will certainly translate at the pro level. He is a leader and a winner with a bright

future on and off the court," said Secrett Stubblefield, who negotiated the deal.

"I have been watching AJ play and his sense of style and level of dedication matches our own, so he's a perfect match with the House of Soles," shared CEO Lonnie Smith. Smith and his twin brother, Lennie Smith established their company 3 years ago at the age of 16. Both entrepreneurs are currently pursuing business degrees. The duo aspires to sign athletes like Sierra Canyon's Bronny James.

Connecting with Gen Z athletes is just one part of Lonnie and Lennie's ambitious vision for their brand, with goals of reaching the heights of other entrepreneurs like LeBron James, Shaquille O'Neil and Dwyane Wade. The twins' athletic background, fresh style, sneaker-culture knowledge, and impeccable business sense have guided House of Soles towards their growing success.

About House of Soles

Founded in 2020 with just 25 pairs of shoes, House of Soles now offers over 200 shoe options alongside versatile streetwear apparel. In addition to carrying trendsetting pieces from Essentials and Anti Social Social Club, this Gen Z minority-owned business based in East Lansing, Michigan also features its own original apparel line.

Jose Cadena
House of Soles
+1 909-287-4953

[email us here](#)

Visit us on social media:

[Twitter](#)

[Instagram](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/633963275>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.