

Professional BMX Athlete & Artist Parker Heath is announcing a New Design Collaboration with VANS BMX Collection

New Design Collaboration features Parker Heath / PAR KER made's original artwork with bold abstract designs debuting as part of the VANS BMX Collection.

SAN DIEGO, CALIFORNIA, UNITED STATES, October 24, 2023 /EINPresswire.com/ -- [Professional BMX athlete Parker Heath](#), founder and CEO of [PAR KER made](#), is collaborating with Professional BMX athlete Dennis Enarson, for the official launch of [VANS BMX SLIP-ON X DENNIS ENARSON SHOE](#).



VANS BMX Collection collaboration between Dennis Enarson x Parker Heath started last year and features one of Heath's original designs.

Dennis Enarson, a San Diego native, and who is one of the top Professional BMX riders on the VANS BMX Team commented, "My new VANS BMX collection is a coast-to-coast celebration of community, culture, and of course BMX. No matter the terrain or the rider, these shoes were made to support the lifestyle of a true BMX lifer.

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VANS BMX Collection is a coast-to-coast celebration of community, culture, and of course BMX. No matter the terrain or the rider, their shoes were made to support the lifestyle of a true BMX lifer.”

Dennis Enarson, one of the Top Pro Riders on VANS BMX Team

Combining the ease and simplicity of the classic slip-on style shoe, with Parker's cool and unique artwork, is the perfect fit and couldn't be happier with the outcome of this new shoe!"

VANS BMX collection collaboration with Dennis Enarson started last year and helped to introduce fellow BMX athlete Parker Heath to their design team. Dennis, one of the top riders of all time, and who Parker has known for years, first found out about Parker's artistic talents when he visited him at one of his local markets.

Parker shared, "Dennis and I have been riding together on

a fairly regular basis back home in San Diego for over 10 years, and we have even shared the same sponsor for a number of years. Traveling together and competing in the same contests, has helped us to become good friends and I am beyond grateful that our riding together has led to his discovery and appreciation of my artistic talents.”

The friendship between the two Pro BMX riders led to Parker designing the pattern on the insole for Dennis’s new VANS BMX collection. The insole’s pattern was designed with Parker’s signature “Redstripe” pattern and is from one of his handmade abstract paintings, and is also one of his bestselling signature woven throw blanket designs.

Parker added, “When Dennis first approached me with the opportunity to collaborate with VANS, I was blown away. He explained that he was working on a new collection of shoes/apparel and totally surprised me with the news one day that he had pitched my blanket artwork to the VANS design team. Not only was I floored by the news, but I was completely flattered that Dennis not only shared my work but that the VANS design team was sold on the idea of moving forward with incorporating my artwork in the shoe insole design. Even more exciting was they loved the design and didn’t want any changes to the original Redstripe pattern.”

Parker’s Redstripe pattern is described as bold and modern, with repeating pattern elements, accented with textured dots, and curvilinear shapes that were designed by using paint on paper. The overall color palette features a modern boho vibe inspired by muted colors from the SoCal



VANS BMX SLIP-ON X DENNIS ENARSON SHOE



Professional BMX athlete Parker Heath, founder of PAR KER made, is the creative artist behind Dennis Enarson's new VANS BMX Shoe.

lifestyle and landscapes.

Parker added, "Riding freestyle BMX my whole life and competing on a professional level around the world, has afforded me opportunities to view life with more of a freestyle approach. Traveling the world and my exposure working in the male modeling industry has also shaped my perspective on how I express my art and it shaped my perspective lens on the world around me. From how I express myself creatively to how I translate my art and the environment. Working collaboratively with other creatives and larger companies, I'm also able to see a bigger picture for how art can be incorporated into home + living, apparel, and shoe designs."

VANS BMX SLIP-ON X DENNIS ENARSON SHOE is part of the official BMX-specific "slip-on" shoe designed by riders for riders. This shoe features a classic slip-on style BMX/Skate shoe with a no lace-up style. Parker's Redstripe design covers the entirety of the shoe insoles and adds to the standout aspect of the overall shoe itself, which delivers a bold and unexpected mid-century modern feature when paired next to the stark contrast of the shoe's all-black fabric outsole. This shoe also features a small mandala emblem on the heel of the outside of the shoe – that has been featured in Dennis Enarson's previous VANS BMX Collections. This shoe is a part of the VANS BMX division of shoes and offers the VANS Waffle sole BMX-specific design on the bottom that is created to offer a better pedal grip and makes for a better ride.

Parker added, "It's amazing the journey one may experience and the trajectory one's life can take, just from making brave and courageous acts of vulnerability and being open-minded to what the possibilities of success and failure may have in store for yourself as an artist. I never would've thought 2.5 years ago, that sharing my artwork and designs with the world, whether in paper, canvas, or blanket form, would put me on the platform I have the privilege of standing on now. Following my artistic path has led to my original artwork being featured on a VANS shoe that can be found at stores all over the world and on the feet of numerous BMX riders - is beyond my wildest dreams come true!!"

About

Professional BMX athlete Parker Heath @parkerheath_ 25-year-old, Freestyle BMX Pro athlete, Parker Heath has been riding for over 15 years and has



Parker's Redstripe pattern, is described as bold and modern, with repeating pattern elements, accented with textured dots, that is inspired by his SoCal lifestyle.

been competing on the pro level for the last 5 years. Currently a pro rider for the Demolition Parts Team, and is actively working on projects within their brand Parker, has competed in numerous BMX competitions all over southern California and across the world and was part of the Vans BMX Pro Cup contest series wherein he competed in all stops on the tour which here held in Australia, Germany, Mexico, and at the Championships in Huntington Beach, CA.

PAR KER made @parkermade_

PAR KER made is a San Diego-based lifestyle brand that focuses on hand-crafted functional art collections for home and living. Founded in 2021 by Creative Artist + Designer Parker Heath, their brand's mission is to empower its customers to embrace self-expression, while their products bring excitement to the experience of functional art.

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PARKER HEATH

PAR KER made

+1 619-822-5133

parker@parkermadeshop.com

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Parker's Redstripe design is featured on one of his best selling jacquard woven throw blankets.

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