

'UNINVITED' Turns The Sneaker Into An Evolving Canvas Through Patented Interchangeable Jewelry And Graphic Pieces

Launching on the Air Force 1 Low, the 1st-of-its-kind design focused platform includes an exclusive "Death of Socrates" shirt, the first piece the brand drops

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The sneaker industry has spent decades obsessing over what comes next: the next colorway, the next collaboration, the next drop. UNINVITED is more interested in what happens after. Launching today, UNINVITED is introducing a new category of post-purchase sneaker design — a proprietary system of interchangeable pieces that lets people completely shift the look of sneakers they already own, no new pair required.



Airforce 1 Lows

The concept starts with one of the most recognizable sneakers ever made: the Nike Air Force 1 Low. UNINVITED transforms the silhouette through two distinct types of pieces: jewelry pieces, bringing material, dimension and ornament to the shoe, and "graphic pieces", adding image, color and statement. Each works through the brand's patented attachment platform, allowing wearers to switch pieces and continuously restyle the same sneaker without permanently altering it, giving one pair infinitely different looks and feels.

"We've spent decades designing sneakers up until the moment someone buys them, and almost no time thinking about what happens afterward," said Airason Heard, founder and CEO of UNINVITED. "That never made sense to me. The sneaker shouldn't become a finished object just because it left the store. We built UNINVITED to give people another way to keep designing, styling and expressing themselves through the pairs they already love."

It's a deceptively simple idea built around a massive cultural object, with our collective carbon

footprint in mind as well. Sneaker culture has long been driven by personalization, styling and the constant search for what feels new. But achieving a different look has traditionally meant buying another shoe, chasing another colorway or permanently customizing the pair already in your closet. UNINVITED introduces another option: change the shoe without changing the sneaker.

The result sits somewhere between footwear, jewelry, accessory and design object — a modular new layer built specifically for the sneaker after purchase. Unlike one-off customization, UNINVITED's interchangeable attachment allows one sneaker to support an expanding library of pieces and expressions.

"Take the piece off, put a different one on, and the same sneaker says something it has never said," Heard said. "That's the work."

UNINVITED's first canvas is intentional. Few sneakers have been interpreted, styled, photographed and recontextualized as many times as the Air Force 1 Low. Since its debut in 1982, the silhouette has moved through basketball, hip-hop, fashion, streetwear and countless subcultures while remaining instantly recognizable. UNINVITED doesn't try to redesign that icon, but gives the person wearing it another way to.

That distinction sits at the center of the brand. UNINVITED is not competing with the footwear companies whose silhouettes it builds around. It enters the relationship after the original sneaker has already been purchased — giving people new reasons to pull an existing pair back out of the closet, put it on and make it feel different again.

When he turned that systems-thinking lens toward sneakers, he noticed something hiding in plain sight: one of the most culturally significant design objects in the world essentially stopped evolving once the consumer bought it. The most overlooked piece of the sneaker — the lace — offered an opening.

UNINVITED developed that insight into a proprietary sleeve and interchangeable attachment mechanism protected by utility patents, creating the foundation for a system designed to grow far beyond a single product or look.

"We engineered the smallest part of the shoe to carry the largest idea," Heard said. "The lace was never the limit. It was the opening."

UNINVITED launches with the Air Force 1 Low, with the platform designed to expand across additional iconic silhouettes including the Air Jordan 1 Low, Adidas Superstar, Adidas Stan Smith and Converse Chuck Taylor Low. The long-term vision is bigger than decorating sneakers. UNINVITED wants to establish an entirely new design layer around them.

Watches have bands. Bags have straps, charms and hardware. Phones have cases. Jewelry stacks, swaps and evolves with the person wearing it.

Sneakers — despite sitting at the center of modern fashion and culture — have never had a dedicated system designed around what happens after the sale until now.

For more information on UNINVITED and upcoming drops, visit [UNINVITED.co](https://uninvited.co).

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