

The Sneaker Boyz from Warsaw

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Warsaw is a major European city that is experiencing an enormous upswing and growth. This and its long history have produced many contrasts to this day: the cityscape, for example, has a modern skyline that announces prosperity and ascent, the old town shows picturesque houses, some of which seem sleepy, whose facades have already passed several eras - and left their mark, in a positive sense. On the one hand there are the glass commercial buildings shining in the sun, the largest university in Poland, nobly renovated residences, on the other there are old tenements, alleys only noticed by graffiti artists, dilapidated backyards... In between, the Vistula flows in a dreamy way and takes the viewer back in time to the roots of the metropolis in the 13th century and modern times.

In such an environment of contrasts, street culture always produces creative minds that can not only inspire their generation with ideas. In Warsaw, for example, there is the Sneaker Boyz, whose love of very special shoes has now become a profession.

The idea



Sneakers have been around for decades. They were already worn in the 70s by skaters, hiphoppers, rappers and basketball players. In recent years, however, they have completely freed themselves from that scene and become all-rounders of the shoe world. No one can avoid them anymore, be it in the form of a casual leisure kickz, a fine leather business variant or as a chic and functional sports shoe on the open air field. Every wearer of sneakers has their own special preferences and favourites. And to individualize them, i.e. to give them a personal touch, has also reached the sneakers since the customizing of the punk scene at the latest and is now truly celebrated here. The Sneaker Boyz from Warsaw are pioneers, creative minds and artists in this field. At some point the step from hobby to profession was imminent and Dariusz took it without thinking long.

The Philosophy



His love for sneakers is the basis of all work of the Sneaker Boyz. For Dariusz, the path began 14 years ago with his first pair. Since then he collects shoes of different brands like Adidas, Nike, Reebok, Puma. But one day, in order not only to wear sneakers off the peg, he also began to make adjustments to them. With sneaker colors his Kickz got the right polish and

achieved astonished looks. As a result, friends also approached him, later big Polish brands and even some stars. He was always interested in the best possible shoe care as well as in the best results in sneakers painting. After many attempts with various shoe care products and leather colors Dariusz remained with Tarrago, the Spanish traditional manufacturer of products for shoe care, which offers a really wide assortment especially for sneaker care. It is important to the Sneaker Boyz to always offer their customers excellent services at reasonable prices. In addition, many of their works are presented to the general public via instagrams.

The Team



The Sneaker Boyz are 4 boys or girls around the founder Dariusz, all of them Warsaw sprouts, who know every corner of their city. What they all have in common is that they have acquired their dexterity by themselves, in a sense in self-experiments. Their ideas come from the city's escapes, daily or extraordinary encounters, the social media or specific wishes of customers. Each sneaker boy or girl has perfect mastery of the necessary techniques to create small, personal masterpieces from simple sneakers. In addition, they all work together to handle the necessary ordering and shipping processes. Dariusz himself works for the Sneaker Boyz full-time and with a lot of time and passion.

Services of Sneaker Boyz



Sneaker Boyz from Warsaw offers everything from simple cleaning to impregnation, colour refreshment, midsole grinding and complete (new) design in terms of shoe care, which is important and good for sneakers and their individualisation. They rely on Tarrago's shoe care products, which in multiple internal trials with products from various major brands have best transferred the love of Sneakers Boyz for their work to the shoes of their customers and fans.

Shoes can be sent in or brought in from Warsaw or Poland as a whole. Such a service is still missing both for Europe and internationally. However, all offers available in the online shop can be sent worldwide. Many of them contain beside the illustrated motive also the shoes. We also found the Tarrago High Tech Nano Impregnator - a really strong waterproofer with lotus effect.

More impressions of the sneaker Boyz from Warsaw



The Sneaker Boyz take so much time for every stroke with the Tarrago Sneakers Paint that at the end of a day another unique piece can make its new owner happy. The craftsmanship ranges from grinding individual elements of a shoe to complex patterns as well as well-known comic strips and imaginative motifs.



Tarrago is the leading supplier of highly effective sneaker care products and sneaker colours. Sneakers Cleaner, Protect, Matt Maker, Paint - to name just a few - are also used by Sneaker Boyz in Warsaw. Their credo is never to save at the wrong end with Sneaker Care and shoe care accessories.

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