

Nike 24 Karat Gold Sneaker “Ari Plugged”

Arii.NoBreaks Singer Now Sneaker Genius Viral Over Night Plans For Art Exhibition Madness



New York City, Aug 22, 2019 ([IssueWire.com](http://www.IssueWire.com)) - Harlem's New York City-based singer, music producer, sound engineer and now proclaimed sneaker designer overnight "[Arii.NoBreaks](#)" took to his [Instagram account](#) on his birthday April 4th, 2019 and released a 60-second commercial that shocked the world. This was indeed a genius work of art. The commercial racked up over 400 thousand combined views on Instagram in just a few days leaving sneaker enthusiast, art seekers and fashion heads on the edge of their seats. Arii.NoBreaks commercial featured five up and coming local artist,

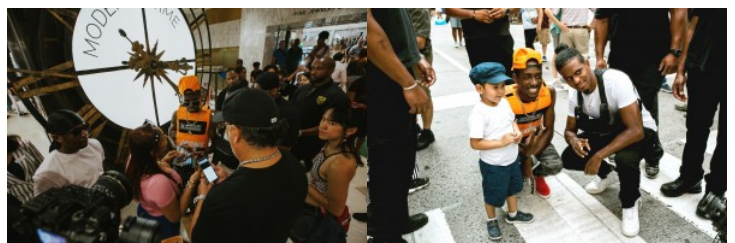
athletes and of course the creator himself, along with the one of a kind wearable art sneaker he tilted "[AriPlugged](#)" that made its debut at the last fifteen seconds of the commercial. The closing campaign slogan read "Are You Plugged? "

The AriPlugged sneaker is a modification of Nike's Vandal High Top Supreme Sneaker that was released in 1984 then stopping production in 1987. Arii.Nobreaks modified version of the Vandal sneaker features two female portholes that are built into the sole of the sneaker. The second female ports holes are located near the top side of the sneaker. The pluggable plugs are 24 karat gold; that is 99.9 percent purity pricing just one of the plugs between \$500,00 to \$800.00+ US each. That is nearly \$4,000 for the set of four that's not including the price of the sneaker itself which may range between \$500 to \$800. If this sneaker was manufactured and sold it definitely would be considered a luxury shoe and a very expensive art piece to walk around wearing.

The AriPlugged creator took to his Instagram several times to clarify that the reveal of the sneaker art piece is not a sneaker release. Arii.Nobreaks explained that he designed the sneakers for a future art exhibition based on human connectivity which he is seeking sponsors to help produce. Arii.Nobreaks explained that the sneaker is a metaphor, behind the message "we are one no matter how different we believe we are, we are connected to each other and Mother Earth" hints the Plugs! And his message [#AreYouPlugged](#). I can't help but think that the body of sneaker reminds me of an audio patch bay.

When asked if he plans to manufacture the AriPlugged for sneaker lovers who want to own a pair, he never gave a clear yes or no but mentioned that he owns 100% of the patent and that Nike is not affiliated with his project and in quote "I would love to give the people what they want" Arii made suggestions that he did speak to someone from Nike but later went on to explain in a interview with "[SWE Weekly](#)" that he is trying his best to connect with the major Nike brand in hopes to receive sponsorship funding towards producing his art exhibition that will include 31 wearable sneaker art pieces, and a free Plugged Album featuring Berlin Singer [Sara Night](#) courtesy of Autrumn Records. Arii.Nobreaks explained his means to produce the commercial and several events himself is a tactic to maximize public awareness of his brand and to show potential sponsors public interest in his project. Some may agree that Arii.Nobreaks marketing is either a genius and expensive or a gamble. Numbers don't lie and this guy definitely knows how to pull in numbers and get the wheel spinning. His hashtag [#AreYouPlugged](#) can be seen all over the internet along with a sold-out event At New York City's Taboga night Club. Amongst the incredible images floating around the internet the most stunning ones are from Arii's promotional 20-mile walk in which the creator is captured wearing the AriPlugged sneakers while signing several autographs in the street, shutting down famous landmark stores, including Macy's on 34th, H&M, and three Nike Stores.

I guess we will all just have to wait and see if the singer / newly sneaker genius gets the support he needs to get this art exhibition produced and a pair of the Ari Plugged sneakers in my hands.





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