

Caffe Luxxe Partners with #WEARYOURSNEAKERS™ to Give Away 1-of-1 Custom Air Jordan 1 Low OG

Take a pic of your favorite sneakers with your drink to win a pair of custom designed Air Jordan 1 Low OG and other prizes!



Los Angeles, California Apr 19, 2023 ([IssueWire.com](https://www.issuewire.com)) - The upscale artisanal LA-rooted coffee brand Caffè Luxxe today announced its collaboration with #WEARYOURSNEAKERS™, designer Mark Nash, and artist Art Mobb, to celebrate community love, passion for coffee, and all things sneakers!

To support local coffee lovers and encourage self-expression, the social campaign will debut a special giveaway of a custom 1-of-1 Caffè Luxxe coffee-dipped Air Jordan 1 OG Low, designed by Mark Nash (Valued at \$1,500), along with other weekly prizes. The supporting design materials were created by Michael Farhat AKA Art Mobb, an LA-based pioneer artist in hyper-realistic spray painting on plexiglass. His passion for sneakers and art was transformed from his usual plexiglass canvas onto paper for this collaboration.

"We noticed so many cool sneakers on feet coming in and out of our cafes, that we thought, what if we designed one ourselves to celebrate our passion for coffee, sneaker art, design, and community," said Gary Chau, the co-founder of Caffè Luxxe.

"Sneakers are meant to be worn. When you put on a pair of sneakers, it evokes a certain feeling of joy and happiness," said Chris Hooks, founder of #WEARYOURSNEAKERS™.

The design of the sneaker is a true celebration of craftsmanship and creativity. Starting with a pristine Nike Air Jordan 1 Retro Low OG in white and neutral gray, the shoe was then meticulously transformed into a stunning Latte colorway using a proprietary hand-dipping technique with actual Caffè Luxxe coffee. Completing the look were flat laces in Caffè Luxxe's signature Italian sunshine yellow.

To enter the giveaway, fans can simply visit any Caffè Luxxe location, take a picture of their sneakers with a Caffè Luxxe drink, and upload it to their Instagram story or feed, tagging [@CaffeLuxxe](https://www.instagram.com/CaffeLuxxe) and [@wearyoursneakersofficial](https://www.instagram.com/wearyoursneakersofficial). Additionally, weekly prizes will be drawn ranging from Caffè Luxxe gift cards, coffee bags, drink tumblers, tote bags, and other sneaker-related items. Multiple entries are allowed. For more information, follow them [@CaffeLuxxe](https://www.instagram.com/CaffeLuxxe) and [@wearyoursneakersofficial](https://www.instagram.com/wearyoursneakersofficial) on Instagram. More specific instructions and an overview of the promotion can be found at wearyoursneakers.com/caffeluxxegiveaway.

About Caffè Luxxe:

Since 2006, Caffè Luxxe has been proud to be a neighborhood caffè, serving sustainable, direct-sourced, fresh-roasted coffee to their family and friends in every place they call home – Santa Monica, Brentwood, Malibu, Pacific Palisades, Montecito, Long Beach, and Manhattan Beach opening Summer 2023. For more information on Caffè Luxxe, its stores, and its products, please visit <https://www.caffeluxxe.com/> or on Instagram [@caffeluxxe](https://www.instagram.com/caffeluxxe).

About #WEARYOURSNEAKERS™:

With today's "Sneaker Content" revolving around hype, resale values, status, and exclusivity, the trend of "stocking" sneakers has become mainstream. People who love sneakers may obtain a pair that they love but never wear them out, in fear of the sneaker losing its value. What once was a culture rooted in community, expression, and emotion, now feels as though that sentiment has been lost.

#WEARYOURSNEAKERSTM aims to create a space that brings us back to the authenticity, self-expression, and passion that is truly sneaker culture. Our platform celebrates, highlights, and rewards the wearing of sneakers and the reasons WHY people do. Follow them on Instagram @wearyoursneakersofficial.

About Mark Nash:

A Southern California native focused on custom sneaker and clothing design, Nash has always had a passion for creative arts. With origins beginning in graffiti art, he fueled his creative drive by working in mediums from fashion design and contemporary art installments to gold grills and custom jewelry crafting. After leading many projects, the self-taught artist decided to combine his passion for creating with his strong affinity towards fashion to bring something unique and niche to culture - "ARTWEAR". Follow him on Instagram @mark__nash.

About Art Mobb:

Los Angeles-based Michael Farhat aka Art Mobb is a pioneer artist in hyper-realistic spray painting on plexiglass, accomplished through an exacting reverse painting and stripping technique. Follow him on Instagram @artmobb.



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Source : Caffè Luxxe

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