

URBANIME
STYLE EP



Celebrating
THE CREATIVITY OF THE CULTURE

**AIR MAX DAY
2021**

INTRO LETTER

Khalifa Beavers

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I'm a huge shoe lover. I can envision how to pair them with any outfit and how I will wear them. The last few years, especially with new collabs, sneakers are just as much a staple as any shoe.

The industry has grown. Its creativity is super wild. You can find sneakers that go with everything and while you can have on anything, if you have on the latest drop of a hard-to-get sneaker, you're IT!

It's this new frontier of sneakers and my own love of creativity that made me interested in this unique project.

As a stylist I've created looks for Carmelo Anthony and Jimmy Butler, helping shape and build their brands. I mix creativity and storytelling to direct fashion collaborations with major brands and recently have stepped into the app scene merging the world of technology and styling.

Just like the sneaker industry exploring new collabs, styling a character, having a look that I've created and my vision drawn onto characters, wait and then having a character created out of me, this was awesome!

Like sneakers, the culture is growing in our own creativity, in our ability to control the images we see, to shape our views on people, on lives, on our minds, the minds of our children, to see ourselves being uplifted.

Leveraging our creativity gives us the power to know we can do and be anything, which is why companies like Urbanime are important, showing us Black images-being empowered, being the hero... being superheroes.

It's so important, our moms, dads, family members, aunts, teachers, that have raised, inspired, and mentored us that are superheroes who don't get the recognition they deserve.

I put a lot into my craft, not pretending to be more than I am..I appreciate and support other creatives to the fullest. I love what I do. I look forward to the responses of the looks featured here and working with Urbanime again in the future.

Khalilah M

KHALILAH BEAVERS

Mom. Wife. Former Vintage Store Owner. Wearer of Many Creative Hats.



CODEx

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SHIRT: orseundiris.com (woman owned)

GOLD ARM CUFFS: lorrainewestjewelry.com (black woman owned)

KNIT DENIM PANTS: knorts.com (woman owned)

BAG: Timbuk2

AIR MAX: Nike Air Max 1/97 Sean Witherspoon



TIRA

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SHIRT: edas (black woman owned)

PANTS: miffland.com

BAG: brandonblackwood.com

AIR MAX: Nike Air Max 1 DLX Marathon Atmos - Animal Pack

KHALILAH

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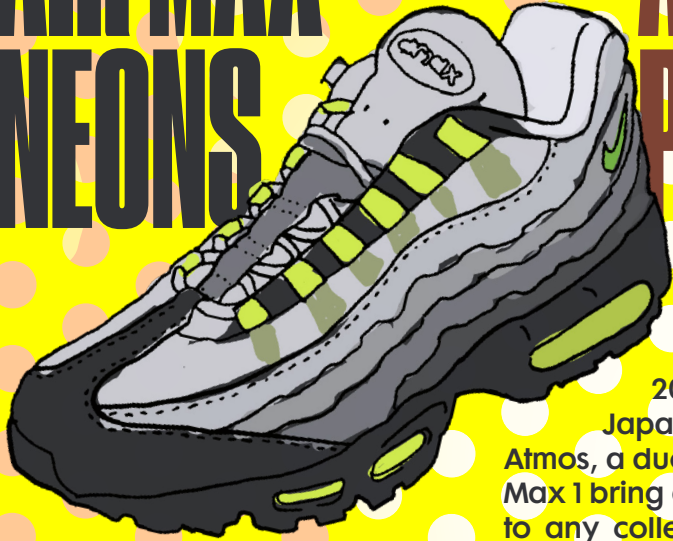


SWEATSUIT: highwavves.us (black women owned)

BAG: vavvoune.com (black women owned)

AIR MAX: 95 OG GS Neon 2020

AIR MAX NEONS



Originally introduced in 1995, the Nike Air Max 95 "Neon" is one of the debut color ways of the model and one of the most popular, even inspiring a Jordan 4 tribute release. The Neon's gradient blend of grey tones on the side panels and pops neon yellow make it one of the all time classics.

ANIMAL PRINTS

The Air Max Animal Prints, originally launched in 2006 as a collaboration with Japanese sneaker boutique Atmos, a duo of the Air Max 95 and Air Max 1 bring adventure and excitement to any collection and look. They are widely regarded as one of the most notable Nike collaborations of the early 2000's and are a coveted collector's item.



WOTHERSPOON'S

Sean Wotherspoon's amazing design for the Air Max 97/1 is not only highly sought after for it's effortless style it also speaks to the creativity of sneakers and they joy the bring. A hybrid Air Max 1 sole and Air Max 97 upper, the raw-edged corduroy and soft pastel colors make it one of all time classics.

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THE PROCESS

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The team walked the streets of NY to capturing scenes for the Style EP



REFERENCE

The team walked the streets of NY to capturing scenes for the Style EP



PENCILS

Flexing an eye for style Julie Ander and team brought the looks to life



INKS

Adding details and pop to ground the shots



COLORS

Last and not least color and tone to finalize the looks

Q&A: TIRA AUDREY

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What makes you excited about Air Max Day?

I love Air Max Day because of the nostalgic feeling behind it. Growing up in Queens, New York, the Air Max 95 was the go-to sneaker. In school, we would wear the 95's with our uniforms, so I get excited when I think of all the memories I had wearing them.

What are your favorite Air Max releases?

The Air Max 1 - Atmos Animal pack 2.0 is my favorite pair. The exotic animal print elevates the sneaker. They make such a statement and turn heads whenever I wear them. I also love the silver and gold 97's, and of course, the neon 95's.

How did you get into sneakers?

Growing up in New York, sneakers were a way of life. It was a way to express myself. I had older cousins, and they were all so fly, so once I was in middle school, I did chores and odd jobs to save money to buy them.

Tell us about your platform?

WalkLikeHer is a digital marketing and content agency based in New York City.

We launched back in 2012 we were known primarily for the sneaker shout page but our agency has been in the community doing events, activations, and project rollouts in fashion, music, and sneakers.

We've built an online community with over 5 million hashtags amongst WLU and WLH and IG's have a combined following of 100K followers.

How do you think women are changing the sneaker game?

Us women are coming for everything we deserve. Women are becoming more vocal about our expectations from brands and companies. We don't just want to be on mood boards but to be in the boardroom where decisions are made. Women have been collectors from the beginning but weren't necessarily respected because when people think of a sneakerhead, they automatically think of men. But times have changed, and the community of women who love sneakers is more vital than ever!



STRONG VISION MEETS POWERFUL ART

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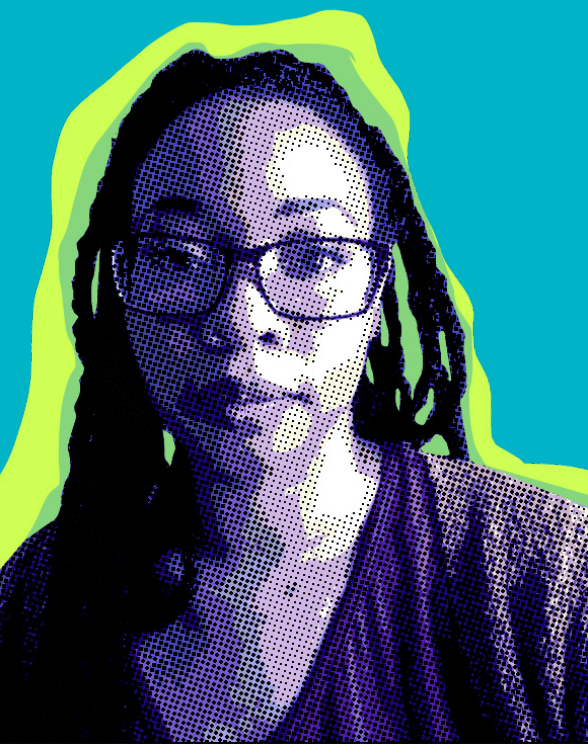
Julie Anderson showcases diversity in uncommon themes that emphasize strong women in fantasy and sci-fi settings. Not only a comic head, Julie is also sneakerhead whose custom work bridges the world of comics and sneaker culture.

Julie's inspirations from childhood can be seen in her art via a fusion of Japanese and Afro- American themes that she persistently uses today.

Julie's interesting work originates from influences such as Akira Toriyama for his timeless and lovable characters that resemble both strength and self improvement, as well as Egon Schiele's dark themes on his views on self expression, with illustrations ranging from digital media to the more traditional mediums: acrylic, watercolor, ink, and pencils.

Julie's work has been featured in group shows on 'Afrofuturism' at the 'Schomburg Center as well as being featured as promo art for Black Comix Arts Festival in San Francisco.

Be sure to follow Julie and catch her work online!



CODEX

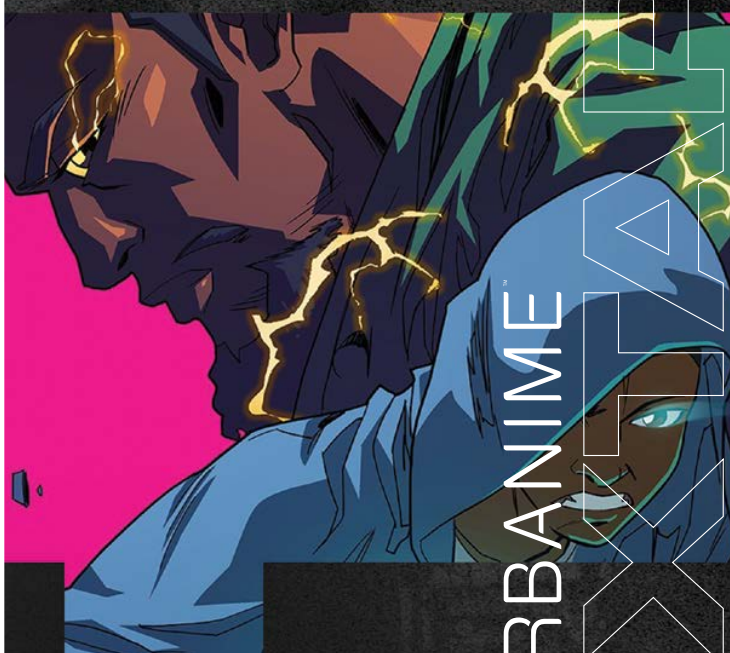
A stylized illustration of a woman with a prosthetic right hand holding a sword. She is wearing a light blue jacket and dark pants. The background features a city skyline at night, a starry space sky with planets (including Saturn), and several flying drones or spacecraft. The entire image is framed by an orange border with pink polka dots.

**THE FUTURE OF
THE REALITY IS
IN HER HANDS**

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VOLUME ONE

INTRO BY SWAY CALLOWAY



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FOR THE
CULTURE

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