

一切皆有可能：为马定制的流行运动鞋将

上市 Horse Kicks – \$1,200 horse sneakers are a real thing that exists

你可能想象不到，有一天马儿也能穿上又潮又酷的流行运动鞋。专门为马定制跑鞋的 Horse Kicks 公司将推出灵感来自耐克、阿迪达斯和新百伦等品牌的马用跑鞋，起步价高达 1200 美元。



Credit: Horse Kicks

Horse Kicks are just what they sound like – sneakers for horses. Created from popular human models like Air Jordan or Yeezy Boost, each pair sells for at least \$1,200.

Horse Kicks 这家公司可谓是“名副其实”，专门为马打造跑鞋。该公司的新款跑鞋灵感源自耐克乔丹鞋或阿迪椰子鞋等流行品牌，每双售价至少 1200 美元（约合人民币 8696 元）。

With some very few notable exceptions, horseshoes have remained virtually unchanged for hundreds of years, but that is about to change thanks to sneaker customizing expert Marcus Floyd. Using deconstruction and reconstruction, Floyd has created several pairs of equine sneakers that retain the elements that usually make brands like Air Jordan, Yeezy, or NewBalance650 stand out. At the same time, these are essentially horseshoes, so they also meet the unique ergonomics of horse hooves.

除了极少数的特例外，数百年来马的鞋子基本没什么变化（一直都是马蹄铁），不过这种情况即将发生改变，这得归功于跑鞋定制专家马库斯·弗洛伊德。运用解构和重构思维方式，弗洛伊德为马儿打造了数款跑鞋，这些跑鞋保留了耐克乔丹鞋、阿迪椰子鞋或新百伦 650 鞋特有的一些元素。与此同时，由于这些鞋都是给马穿的，所以能够适应马蹄独特的构造。



Credit: Horse Kicks

For the launch of his new business, Horse Kicks, Marcus Floyd has created several pre-made styles for the Fall 2022 season, including horse sneakers inspired by popular models like the Air Jordan 1 High “Court Purple” , Adidas YEEZY BOOST 350 V2 “Dazzling Blue” , or Aimé Leon Dore x New Balance 650.

为了推出 Horse Kicks 这个新品牌, 马库斯·弗洛伊德为 2022 年秋季设计了若干预制款, 包括灵感来自耐克乔丹一代 “庭紫” 系列、阿迪椰子 350V2 黑蓝系列和新百伦 650 Aimé Leon Dore x 联名款等流行样式的马用跑鞋。

Starting on October 24, custom Horse Kicks will be available for order via the company’ s website, with prices starting at an eye-watering \$1,200. But if you’ re the kind of person who likes to get up close and personal with sneakers before buying them, Marcus Floyd will have a booth at this year’ s Breeders’ Cup World Championships in Kentucky, on November 4 and 5.

从 10 月 24 日起，Horse Kicks 将开始在其官网上接单定制马用跑鞋，起步价高达 1200 美元。如果你想在购买前先和跑鞋亲密接触一下，马库斯弗洛伊德在 11 月 4 日至 5 日肯塔基州举行的 2022 育马者杯世界锦标赛上有一个展位。



Credit: Horse Kicks

You' re used to seeing people lined up outside sneaker shops for the newest collectible creations, now get ready to see equine sneakerheads do the same thing.

过去你看惯了人们在跑鞋店外排队购买最新收藏款，而今恐怕马儿们也要大排长龙了。