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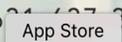
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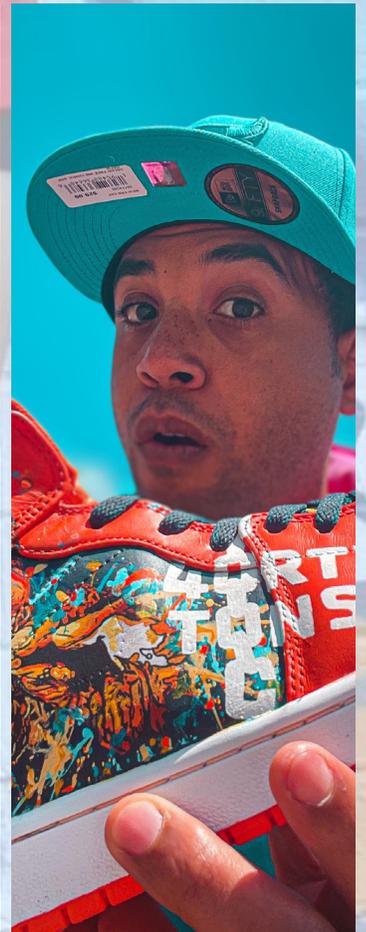
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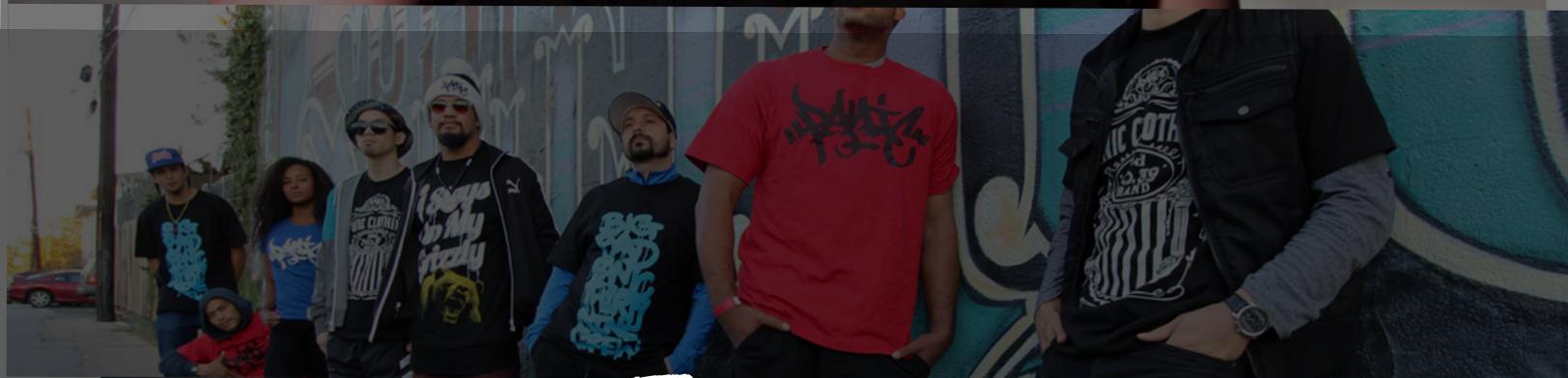
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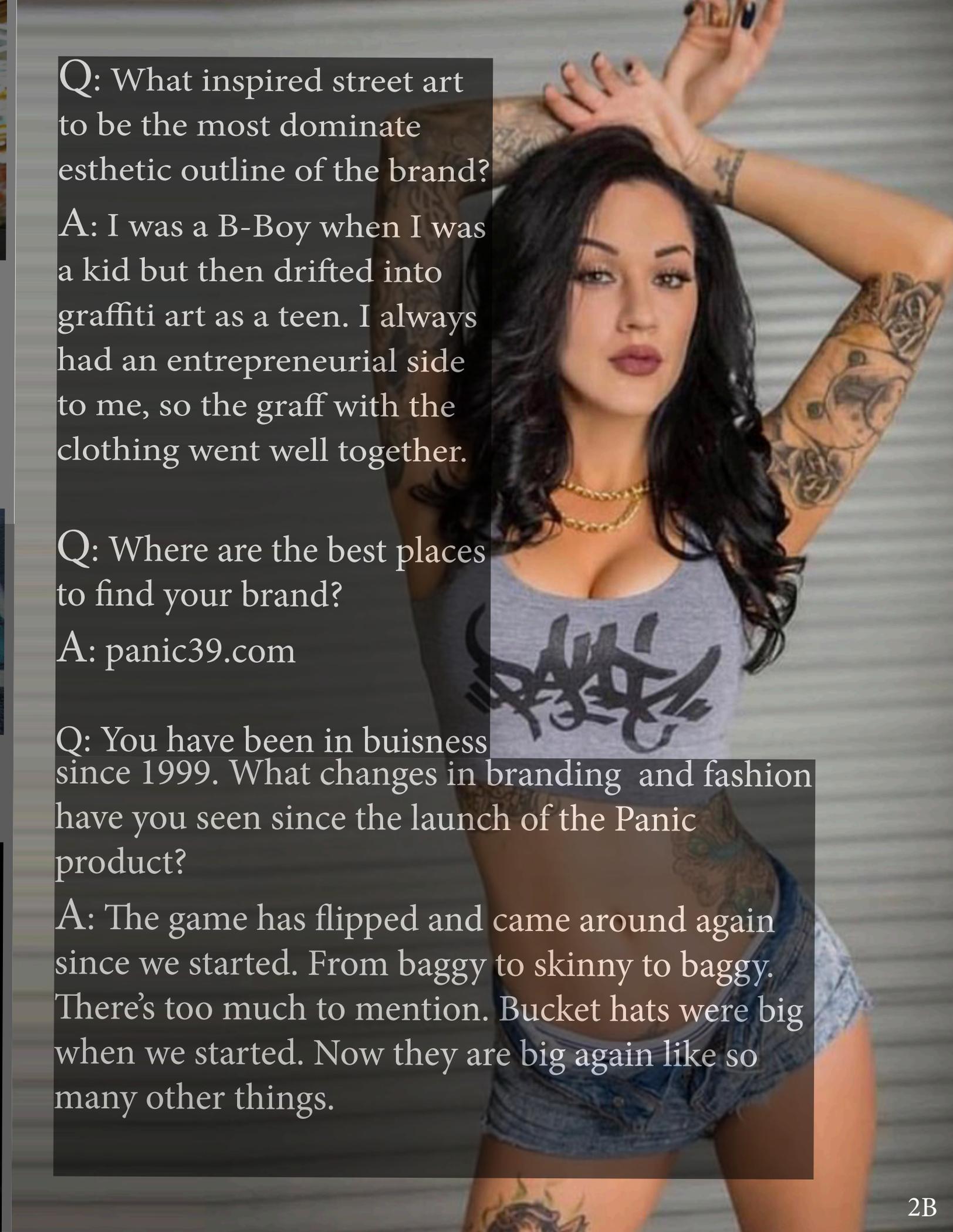
PASSION IN PANIC PG1B





PASSION
AND
FASHION





Q: What inspired street art to be the most dominate esthetic outline of the brand?

A: I was a B-Boy when I was a kid but then drifted into graffiti art as a teen. I always had an entrepreneurial side to me, so the graff with the clothing went well together.

Q: Where are the best places to find your brand?

A: panic39.com

Q: You have been in buisness since 1999. What changes in branding and fashion have you seen since the launch of the Panic product?

A: The game has flipped and came around again since we started. From baggy to skinny to baggy. There's too much to mention. Bucket hats were big when we started. Now they are big again like so many other things.



Q: With the change in times what are the new influencing fashion styles you see happening for the Panic line?

A: We try to stay classic and grounded to our original style. We do sway some with the times but not to far off, Some of these trends if you follow them will take you so far off course you might never be able to come back and die with that trend.





Q: How did you introduce Panic in its first years? Is there anything you would have done differently?

A: We made our first three designs and we just sold them to our friends. Then we started going to underground hip-hop shows and the more events we were at the more connections we were making. We really didn't know what we were doing. We met and sponsored our first person who was B-Boy Psycho from Air Force Crew who we are still down with to this day. But that introduced us into the streetdance



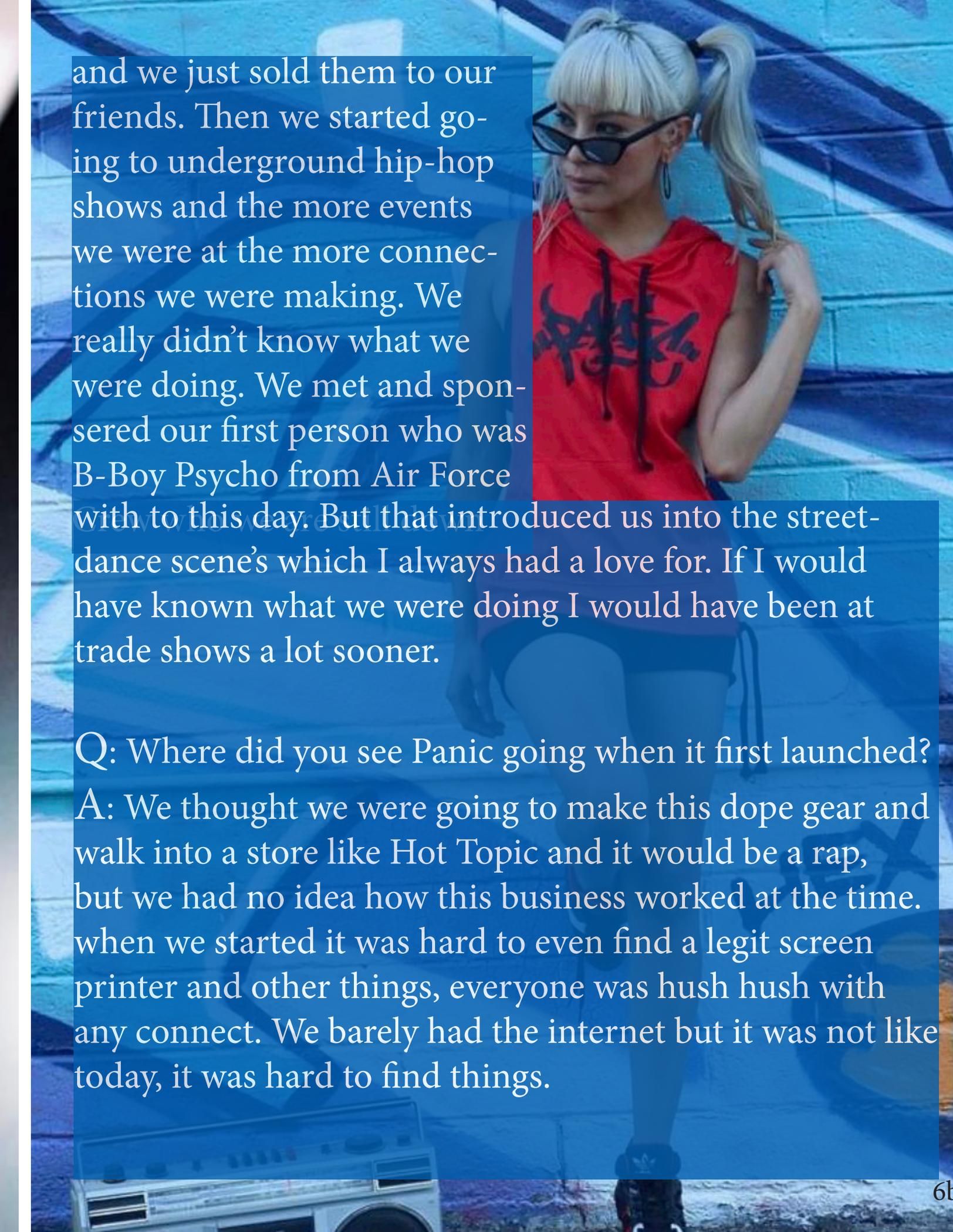
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Q: How did you introduce Panic in its first years? Is there anything you would have done differently?

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A woman with blonde hair styled in two high pigtails, wearing black-rimmed glasses and a red hoodie with black graphics. She is standing in front of a wall with colorful graffiti. The background is a blue-tinted image of a street scene with a graffiti wall and a boombox in the foreground.

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with to this day. But that introduced us into the street-dance scene's which I always had a love for. If I would have known what we were doing I would have been at trade shows a lot sooner.

Q: Where did you see Panic going when it first launched?

A: We thought we were going to make this dope gear and walk into a store like Hot Topic and it would be a rap, but we had no idea how this business worked at the time. when we started it was hard to even find a legit screen printer and other things, everyone was hush hush with any connect. We barely had the internet but it was not like today, it was hard to find things.



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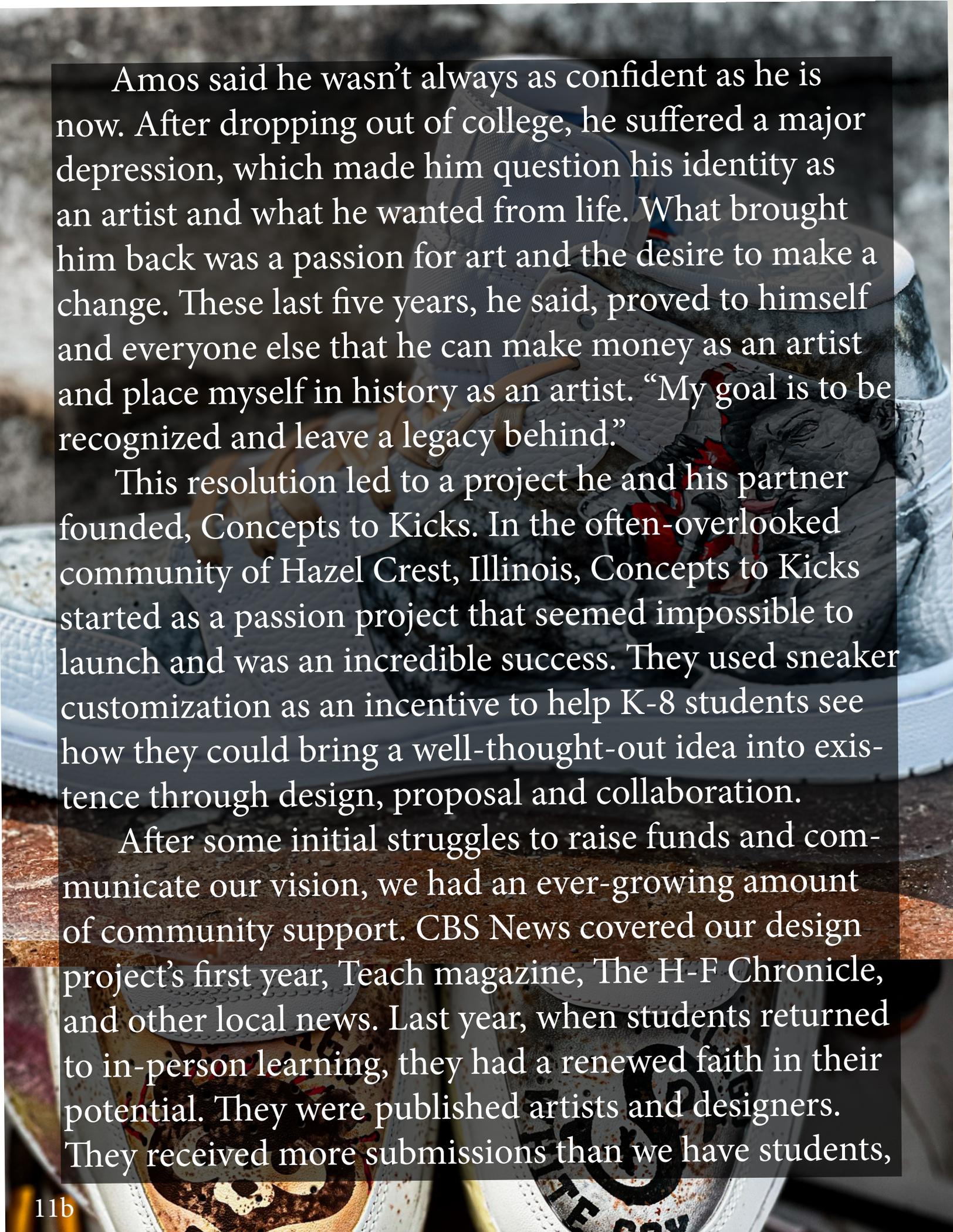
Concepts to Kicks



Anthony Amos, 33
Owner/Artist, Sneakerfare Kicks
Sneakerfarekicks.com
Instagram: @Sneakerfarekicks



Anthony Amos first started drawing when he was 4 years old. His mother introduced him to a pen and a piece of paper as it was her way of keeping me busy. Little did she know, she was creating a true artist. Fast forward a few years later, his grandmother took him to take art classes at the Art Institute of Chicago. This was the beginning of a whole new career and a life-changing experience.



Amos said he wasn't always as confident as he is now. After dropping out of college, he suffered a major depression, which made him question his identity as an artist and what he wanted from life. What brought him back was a passion for art and the desire to make a change. These last five years, he said, proved to himself and everyone else that he can make money as an artist and place myself in history as an artist. "My goal is to be recognized and leave a legacy behind."

This resolution led to a project he and his partner founded, Concepts to Kicks. In the often-overlooked community of Hazel Crest, Illinois, Concepts to Kicks started as a passion project that seemed impossible to launch and was an incredible success. They used sneaker customization as an incentive to help K-8 students see how they could bring a well-thought-out idea into existence through design, proposal and collaboration.

After some initial struggles to raise funds and communicate our vision, we had an ever-growing amount of community support. CBS News covered our design project's first year, Teach magazine, The H-F Chronicle, and other local news. Last year, when students returned to in-person learning, they had a renewed faith in their potential. They were published artists and designers. They received more submissions than we have students,



which was unlikely over the last two years. Every day the first question in the hallways, before even saying good morning, was, “When are we doing the shoe contest”?

They received money through crowdfunding, two grants, and a special request for a customized sneaker from the Secretary of Illinois, Jesse White.

“Perhaps the most incredible honor and surprise were my receiving the Military Outstanding Volunteer





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“Art kept me off the streets,” Amos said. “I thank my mother and grandmother for the support and for introducing me to art.”

Art kept him occupied and happy through tough childhood years. He started with pencils and slowly continued to use more advanced mediums like acrylic

paints. In middle school, he began to experiment with leather paints.

He was going into middle school with old sneakers



and didn't want to be the focus of everyone's jokes, so he customized his Nike Air Forces. Luckily for him, Nelly had just released "Air Force Ones" that July. The result was a constant request for sneaker customs and more.

By junior year he didn't carry books to school, and the book bag or locker was always full of students' shoes. It got to a point where they would leave them on his doorstep or knock on his window to hand him last-minute requests. At this moment, he knew he had something lucrative.

He finds inspiration in iconic people, characters and his hometown Chicago-rich culture. His focus is realism and street art.

"My work reveals something about me personally," Amos said. "It represents a longing for connection, a truth about myself and other people. It shows a desire to be a whole by people, to feel complete, and validated. I created my identity through my art."



Service Medal,” Amos said.

Our continued efforts are now entering their third year, which will include a new sneaker design challenge, a mural for every pod in the school, and a community art exhibit open to the families and friends of students.

South Suburban schools often feel forgotten, being adjacent to the Chicago Public School District, one of the largest districts in the country. The students were center stage these last two years, heroes of their own stories.

Amos’ group aims to spread the word that a single community can show students their hallowed school halls represent them -- their thoughts, feelings and hard work. The students’ good ideas can earn rewards they care about now. Art and education are their own rewards, but children today have something rarely seen at such a young age -- nostalgia. They remember the world that was before Covid. They adjusted to a year at home and had to return and readjust to a new world. Amos aims to use creative community collaboration to make memories that hold a sense of ownership and pride during times of chaos and confusion.

All of Amos' works are dedicated to his family -- his mother and grandmother especially for introducing him to the arts. He gives a special thank-you to his late



teacher, Patricia Moore, who groomed me for 20 years into the artist he is today.

You can find his works in Paris at Galerie Sakura, Sneakers Generation Exhibition 1 & 2 (<https://www.galerie-sakura.com/exhibition/sneakers-generation>).