

# Shaquille O'Neal's footwear and apparel range lands in SA

Legendary basketball player Shaquille O'Neal's sneaker and apparel brand, Shaq, is now available in South Africa for the first time.



Source: Supplied

O'Neal, known commonly as 'Shaq', is a former American professional basketball player known to many as the best centre in the history of the NBA. He was one of the most disruptive players to ever lace up a pair of basketball shoes and was known to wear some iconic sneakers during his games.

The launch of the Shaq sneaker collection was born out of a need to solve a problem. A fan once asked O'Neal when someone would produce a line of affordable sneakers that families like hers could afford. The basketball star took her words to heart and later that day cut ties on a \$40m dollar deal with a well-known shoe brand to launch Shaq Shoes and Dunkman in 2004.

O'Neal vowed to make his sneakers available at a more accessible price point than his competitors. Since then, Shaq has sold over 400 million pairs of sneakers - many priced under the R1,000 mark. Designers of the Shaq sneakers include shoe designers from Reebok.



Low-carbon design: Adidas and Allbirds debut Futurecraft.Footprint sneaker

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The Shaq sneakers are ready to tear up the courts or for use as everyday casual wear, and are available in both adult and youth sizes. All sneakers and apparel in the Shaq collection feature the signature Shaq logo and branding.

The range is now available to purchase in South Africa from select retailers, including Urban Mania, Street Fever, Mr Tekkie, Speed Trainer, Tekkie Town and Slam dunk.

For more, visit: <https://www.bizcommunity.com>