

DAD SHOES



How luxury brands started
a sportswear trend

REPORT OVERVIEW

The line between streetwear and high end fashion is becoming increasingly blurred.

The choice of Virgil Abloh as Artistic Director of Menswear at Louis Vuitton is just one recent example of urban culture's impact on luxury clothing.

But the clearest example of this is in footwear. High-end luxury labels are now making bulky sneakers, similar to classic shoes from the '70s through '90s.

These have become known as "dad shoes," and they sell for hundreds of dollars each.

This report looks at this trend in-depth. It answers questions including:

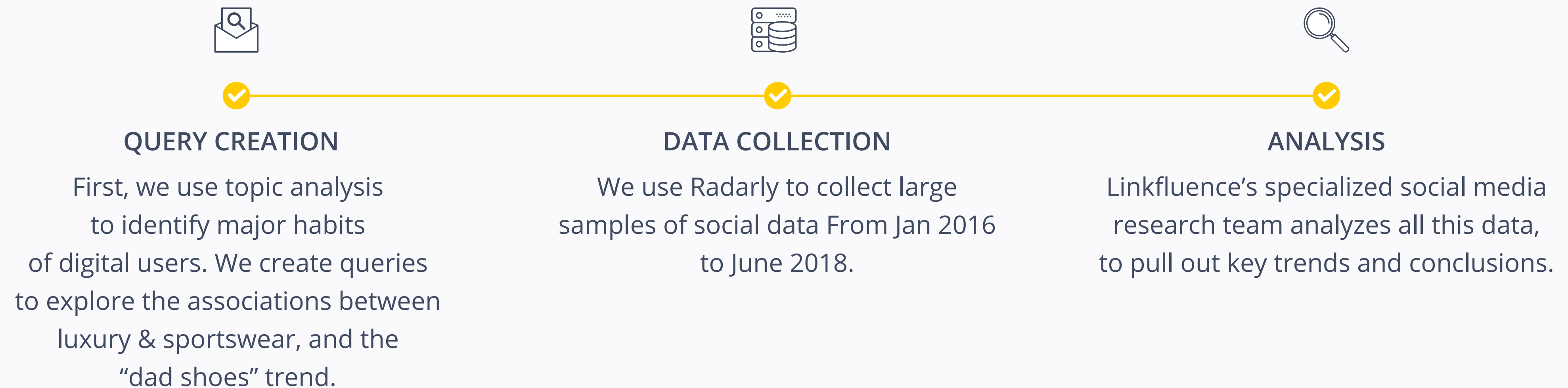
How do streetwear & fashion co-exist on the social web?

What is the most talked about streetwear item online?

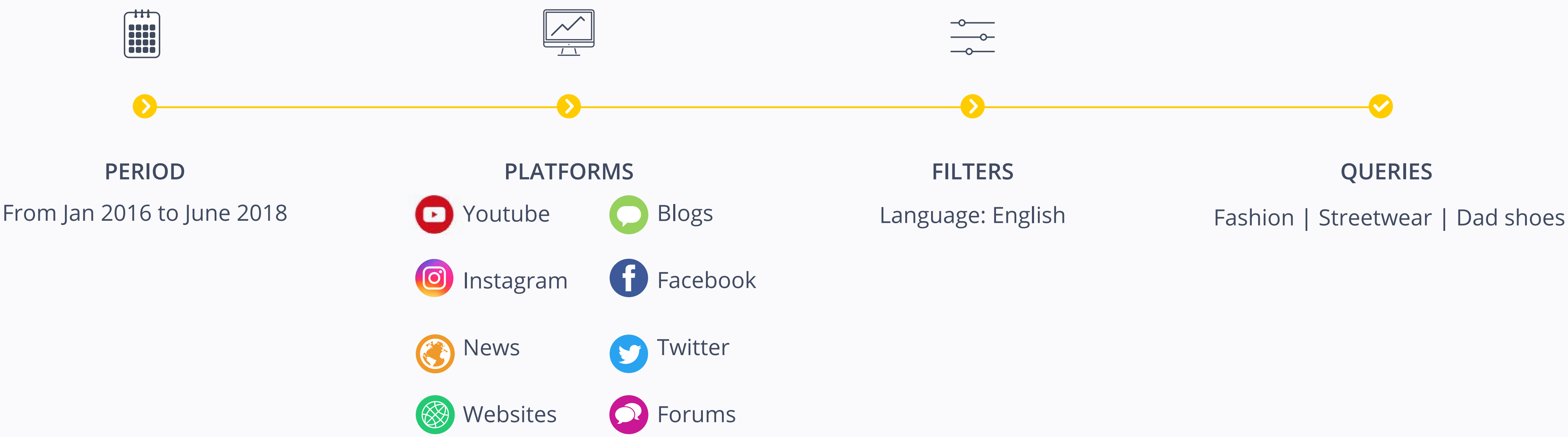
Who are the most important influencers in the streetwear field?

The second part of the study will focus closely on the current "dad shoes" trend, and its adoption by both luxury and mainstream brands.

OUR METHODOLOGY - How this study is conducted



RESEARCH SCOPE



QUERIES - How the data is collected

STREETWEAR

(streetlife OR streetwear OR sportswear OR hypebeast OR hypebeaststyle OR streetwearfashion OR streetwearfashion OR streetwearbrand OR streetweardaily OR highsnobiety OR streetfashion OR streetlook OR swag OR hypebae OR hypedstreets OR urbanfashion OR minimalmovement OR modernnotoriety OR homelessfits OR minimalmovement OR backtominimal OR fitrotation OR baesmentapproved OR outfit society OR sporty chic OR sportstyle OR sneakers OR hoodie)*

FASHION

«Fashion OR couture OR haute couture OR high fashion OR «»high fashion»» OR designer OR OOTD OR outfitpost OR fashionpost OR today's outfit OR fashion diaries OR currentlywearing OR lookbook OR wiwt OR whatiwore OR whatiworetoday OR ootdshare OR wiw OR whatimwearing OR whatiwore OR whatiwore OR wiwt OR mylook OR todayimwearing OR todayimwearingthis OR todayiwore OR #tiw OR outfitoftheday OR lookoftheday OR style OR picoftheday OR photooftheday OR photooftheday OR pictureoftheday OR lookbook OR instastyle OR fashiongram OR dressify OR fashionblogger OR «»look of the day»» OR runway OR streetlife OR streetwear OR sportswear OR hypebeast OR hypebeaststyle OR streetwearfashion OR streetwearfashion OR streetwearbrand OR streetweardaily OR highsnobiety OR streetfashion OR streetlook OR swag OR hypebae OR hypedstreets OR urbanfashion OR minimalmovement OR modernnotoriety OR homelessfits OR minimalmovement OR backtominimal OR fitrotation OR baesmentapproved OR outfit society OR sporty chic OR sportstyle OR sneakers OR hoodie»*

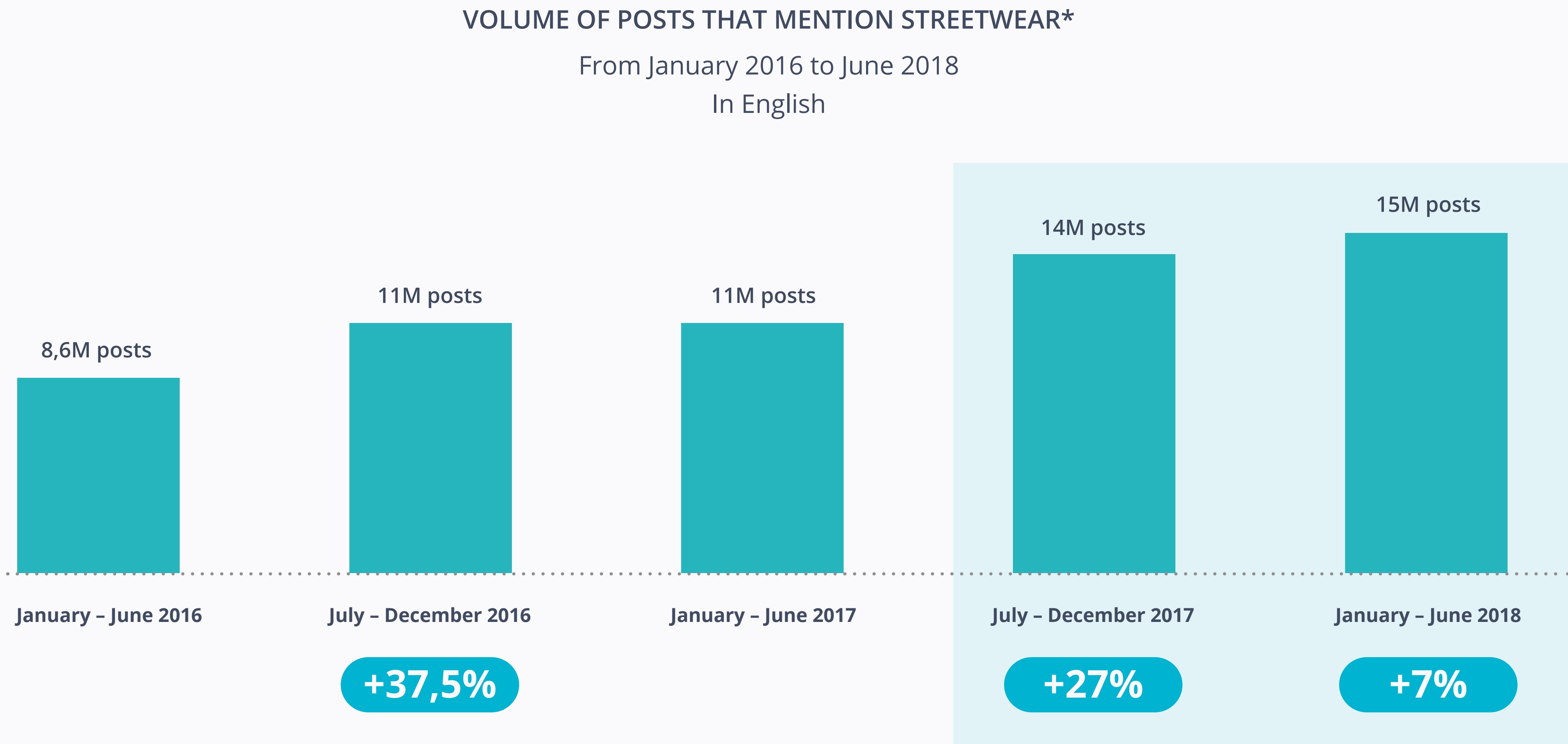
DAD SHOES

((sneaker OR sneakers OR emoji.chart: 🥿) NEAR/5 (dad OR ugly OR chunky)) OR dadshoes OR «dad shoes»

INTRODUCTION TO LUXURY & SPORTSWEAR

STREETWEAR, A GROWING TOPIC ONLINE

In just 2 years, posts mentioning streetwear increased by 88%.



**Streetwear = streetlife OR streetwear OR sportswear OR hypebeast OR sportstyle OR sneakers OR hoodie (see page 5 for the full query)*

...REPRESENTING 10% OF ALL FASHION-RELATED CONVERSATIONS FOR THE PAST YEAR

And 5% of the conversations about high fashion.

VOLUME OF POSTS MENTIONING STREETWEAR WITHIN FASHION*

From August 2017 to August 2018
In English



**Fashion*= Fashion OR highfashion OR OOTD OR outfitpost OR fashionpost OR todaysoutfit OR fashiondiaries... (see entire querie slide 5)*

STREETWEAR'S SHARE OF VOICE WITHIN LUXURY BRANDS IS SIGNIFICANT

STREETWEAR SHARE OF VOICE WITHIN LUXURY BRAND IN VOLUME OF POSTS

From August 2017 to August 2018

In English

BALENCIAGA

Balenciaga + Streetwear =



of Balenciaga mentions

LOUIS VUITTON

Louis Vuitton + Streetwear =



of Louis Vitton mentions

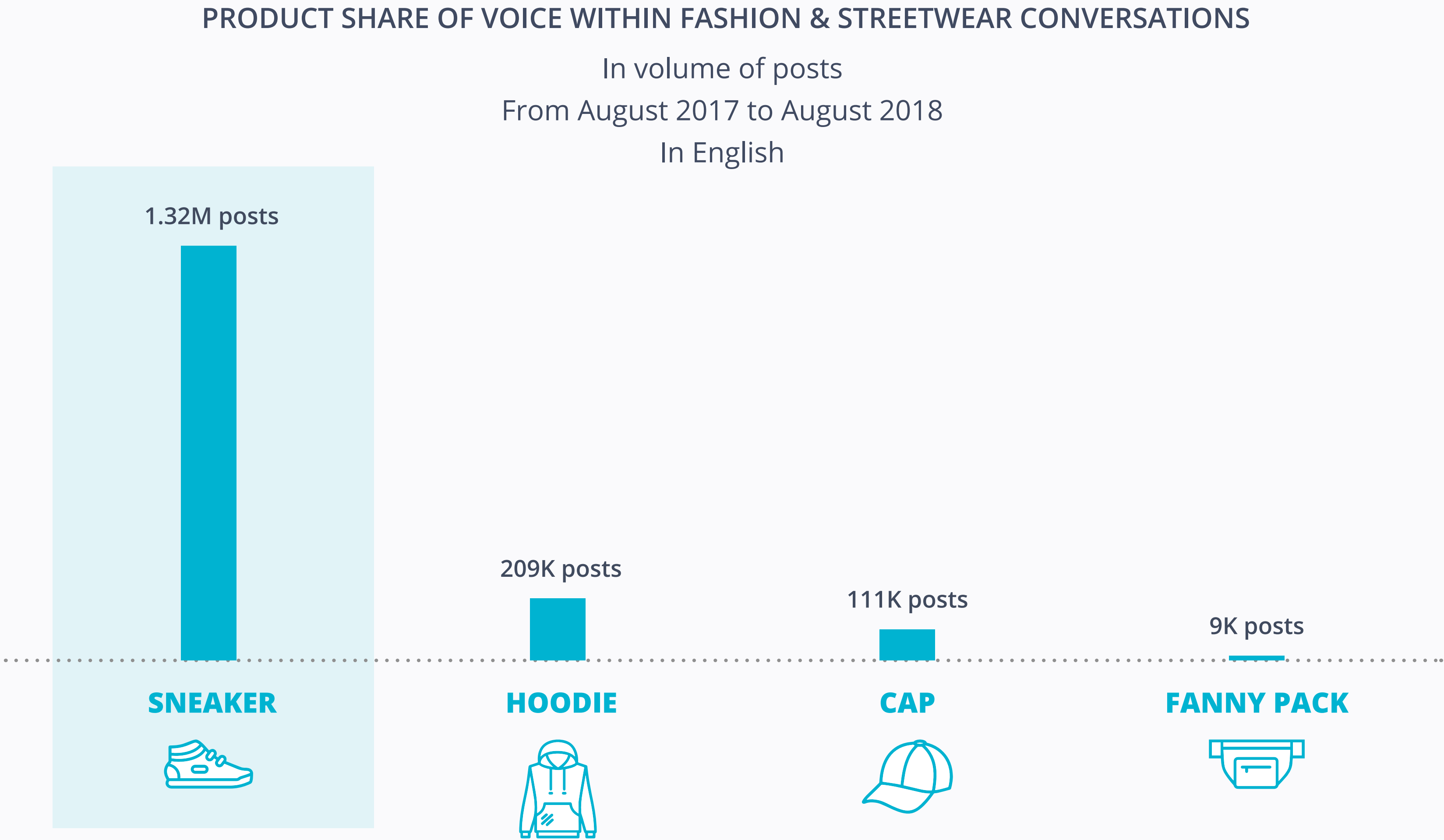
GUCCI

Gucci + Streetwear =



of Gucci mentions

SNEAKERS ARE BY FAR THE MOST MENTIONED SPORTSWEAR ACCESSORIES



ALL FASHION LUXURY BRANDS HAVE RELEASED SNEAKERS



BALENCIAGA
Speed lace-up sock trainers
\$648



VALENTINO
Bounce raised-sole low-top trainers
\$854



PRADA
America's Cup low-top trainers
\$639



ALEXANDER MCQUEEN
Runner raised-sole low-top leather trainers
\$639



BURBERRY
High-top suede and neoprene trainers
\$643



GUCCI
Rhyton logo-print low-top leather trainers
\$870



GIVENCHY
TR3 low-top leather trainers
\$708



VERSACE
Chain Reaction trainers
\$1,054

THE “DAD SHOES” TREND

DAD SHOES?



Also called chunky sneakers, dad shoes are “outdated” sneakers with chunky soles. These have grown in popularity in recent years.

Visuals from [matchesfashion.com](https://www.matchesfashion.com)

THREE FASHION TRENDS IN ONE



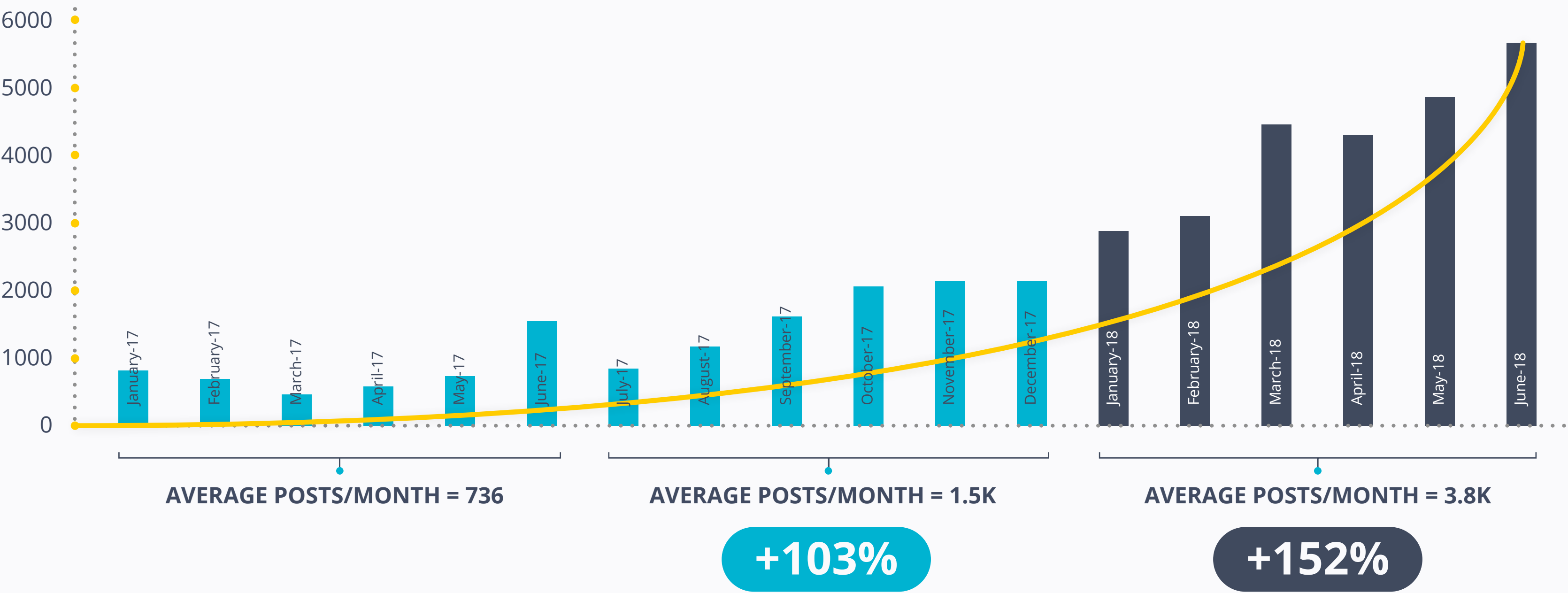
DAD SHOES ARE INCREASINGLY POPULAR ON THE WEB

VOLUME OF POSTS THAT MENTION THE "DAD SHOES" TREND

From January 2017 to August 2018

Base: 36,000 posts

"DAD SHOES" VOLUME OF MENTIONS





BOTH IN THE US & EUROPE

POST GEOLOCATION

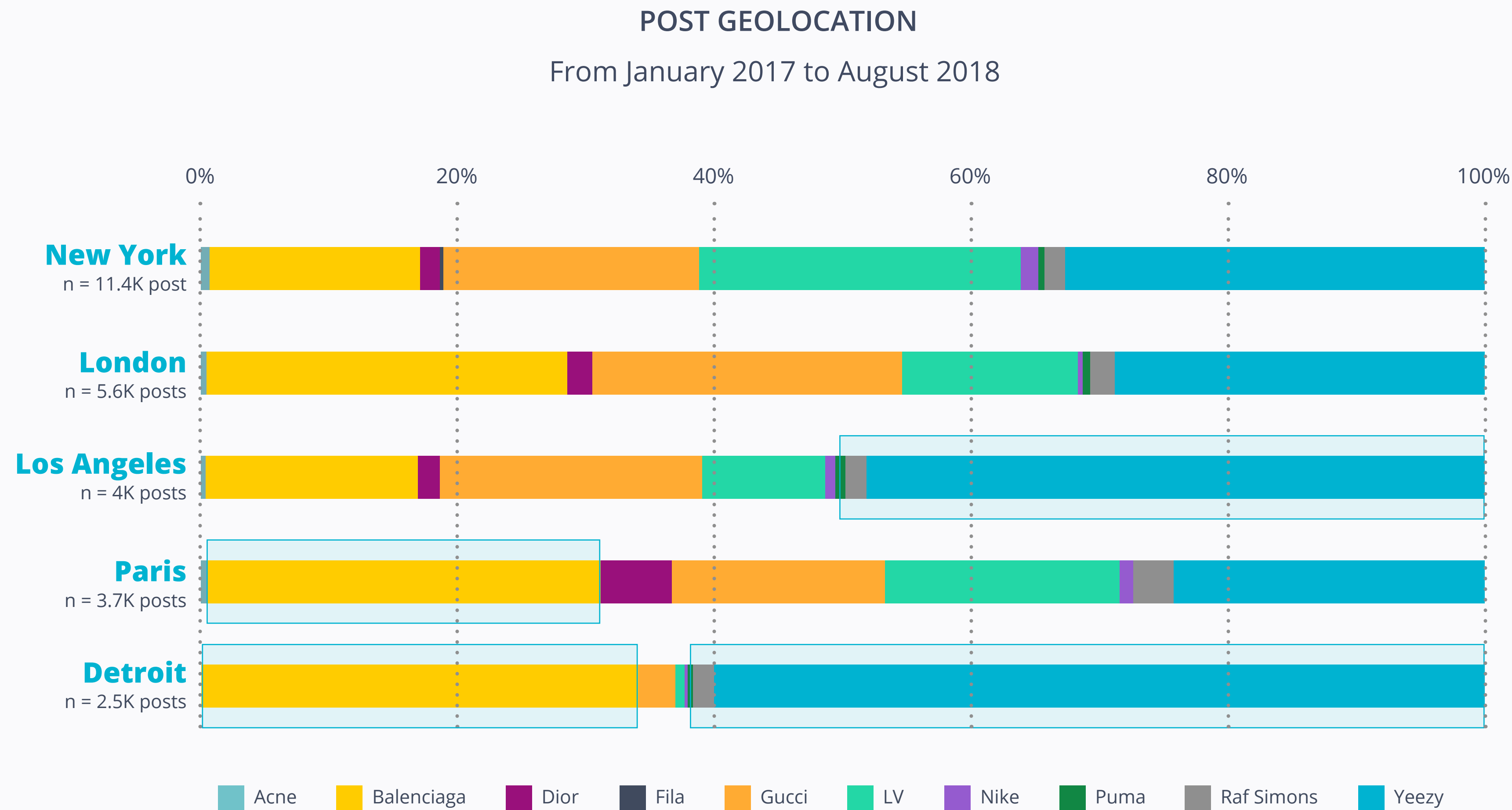
From January 2017 to August 2018

Base: 21K geolocated posts



lowest   highest

YEEZY AND BALENCIAGA ARE THE TWO MOST DISCUSSED BRANDS IN THE TOP 5 CITIES



THE DAD SHOES TREND IS STRONGLY SUPPORTED BY FASHION MEDIA

BOF

The Clunky, Ugly Dad Shoe Gives Sneaker Makers a Swift Kick



MAN REPELLER



Confession: I Don't Get the Ugly Sneaker Trend

by Leandra Medine | 06.29.18

WHO WHAT WEAR

It's Not Just You: This "Ugly" Sneaker Trend Is Everywhere



HIGHSNObIETY

Chunky Sneakers Aren't Going Anywhere, Here's Why

By Skylar Bergl in Sneakers | Aug 15, 2017 | 2517 Shares | 8 Comments



NYLON

The 12 Ugly-Cute Grandpa Sneakers You Need In Your Closet

They're like the pugs of footwear

BY JENNA TONERI - FEBRUARY 20, 2018



HYPEBEAST

Will Chunky Sneakers Still Be a Thing in 2018?


Top buyers from the world's biggest stores weigh in.
By Nico Amara



CHUNKY SNEAKERS LEAD TO STRONG OPINIONS

tone associated to the “CHUNKY SNEAKERS” trend

From January 2017 to August 2018
Base: 19.5 K posts from social media (Instagram, Twitter, Facebook)



36%

positive posts

kinevestvik Chunky sneakers are one of my biggest obsessions at the moment. So into these ones from Balenciaga (like almost everyone else?) 🐢 #Balenciaga #TripleS #BalenciagaTripleS

nowayjose559 Yeezy Boost 700 Wave Runner 🐢🐢🐢
There's a lot of hate on these "dad shoes 🐢🐢" but that just makes me like them even more. 🐢🐢🐢




17%

negative posts

I repeat. Balenciaga 🐢 sneakers 🐢 are 🐢 ugly 🐢. They look like the sneaker equivalent of hot-wheel inspired grandpa shoes.

notjustdrums This new trend in sneakers is absolutely revolting. #hypebeast #balenciaga #ugly

am i the only one who thinks balenciaga sneakers are ugly ? 🐢



5%

mixed posts

y'all those Balenciaga slip on sneakers are so damn ugly but yet I still want a pair.

blackandfab Not into the chunky/orthopedic sneaker trend but these I LOVE💖💖💖 Lord, why must I have champagne taste with Colt45 money 🐢🐢...p.s. I do accept gifts! #louisvuitton #blackandfabfavs

These (ugly) LV sneakers have been all over PFW but I low-key need a pair 🐢

COOL OR UGLY? VIEWS ARE MIXED

Your thoughts on the Dad Sneaker trend? 🤔 Head over to our blog for the latest post! 📸 from @threadsstyling #balenciaga #balenciagatriples #balenciagasneakers #balenciagashoes #dadsneakers #sneakers #shoes #chanel #chanelbag #chanelbackpack #chanellover #luxury #luxuryfashion #instagood #instastyle #instafashion

society19uk "Dad" sneakers? Yay or nay ☐ Check the link in the bio to see our take on the "Dad" trend and some affordable dupes ✨👤👟.



starstylespotted What's your opinion on Dad shoes? ☐ Rate Quavo's fit 1-10! 🖤

hypereleased Did you like "dad shoes" ?

hung_279 Nice or Ugly? what do u guys think? ☐ (Review coming soon!!!) #balenciagatriples #chunkyshoes #dadshoes #luxurysneakers



smaxeliquid We love most throwbacks but do you guys and gals really think dad shoes are making a comeback? ☐ They're dominating the feet of our LA streets. Would you rock 'em or do you think they're absolutely atrocious? ☐/🤢

The Ugly Sneaker Trend....🤔 What are your thoughts???? @louisvuitton



IN THE END, CONSUMERS ARE EMBRACING CHUNKY SNEAKERS



This is the closest definition of when hate turned into love. Used to question this whole dad-sneakers trend, now I am head over heels with these @balenciaga #TripleS (I am fairly good with height but getting elevated by a few cms wouldn't hurt either)



zophtic • • jumping on the bandwagon of chunky/daddy sneakers obsession 🙏Pls don't judge me🙏#adidasfalcon #adidas • •

I would love to live a day in the life of anyone who bought the Yeezy 500 Desert Rat



Them: "look honey, the new yeezys are out!!!"

Also them: "dammmn, these ones ugly AF too. They shudda called them the 'Scoliosis 500s', midsole looking straight medicinal."

Also also them: "jeeeeez, they're \$200 too"

Then them: "WHAT!?? To get them I'm also forced into buying a Primark looking hoodie and shorts, for another \$500?"

Then then them: "....and they finna hold my money for 2 and a half months before they send me all this shit???"

Finally them: "oh fuck it, what's \$700 after all?"

From: 🧑 Oh no dad shoes!

To: 🙏 I have to get me a pair! These are 🔥🔥🔥!



Ok so the Balenciaga triple s sneakers are admittedly ugly, but if I could afford them...



Starting to like them balenciaga dad sneakers 🙏🙏 the ones wit the pink in them won me over

Ok I've seen chunky sneakers enough times suddenly they look so nice 🙏 and I need to get me some either Raf Simons Bunnys, Balenciaga Triple S, Gucci Rhyton or LV Archlight.



BRINGING BACK 90s DAD SNEAKERS - WITH AN IRONIC TWIST

Dads out here can't wait to turn these bad boys green this mowing season



groundtofork This is hilarious because it's true, exactly the same sneakers my dad has been wearing for years.☐☐
@courtoroy_s
#meme #funny #dad #dads #newbalance
#mowing #yardwork #green #lol #true
#poordad #dadwear



jordynwoods get your "dad" shoe game up.

If the person grilling this Sunday ain't wearing these then I ain't eating

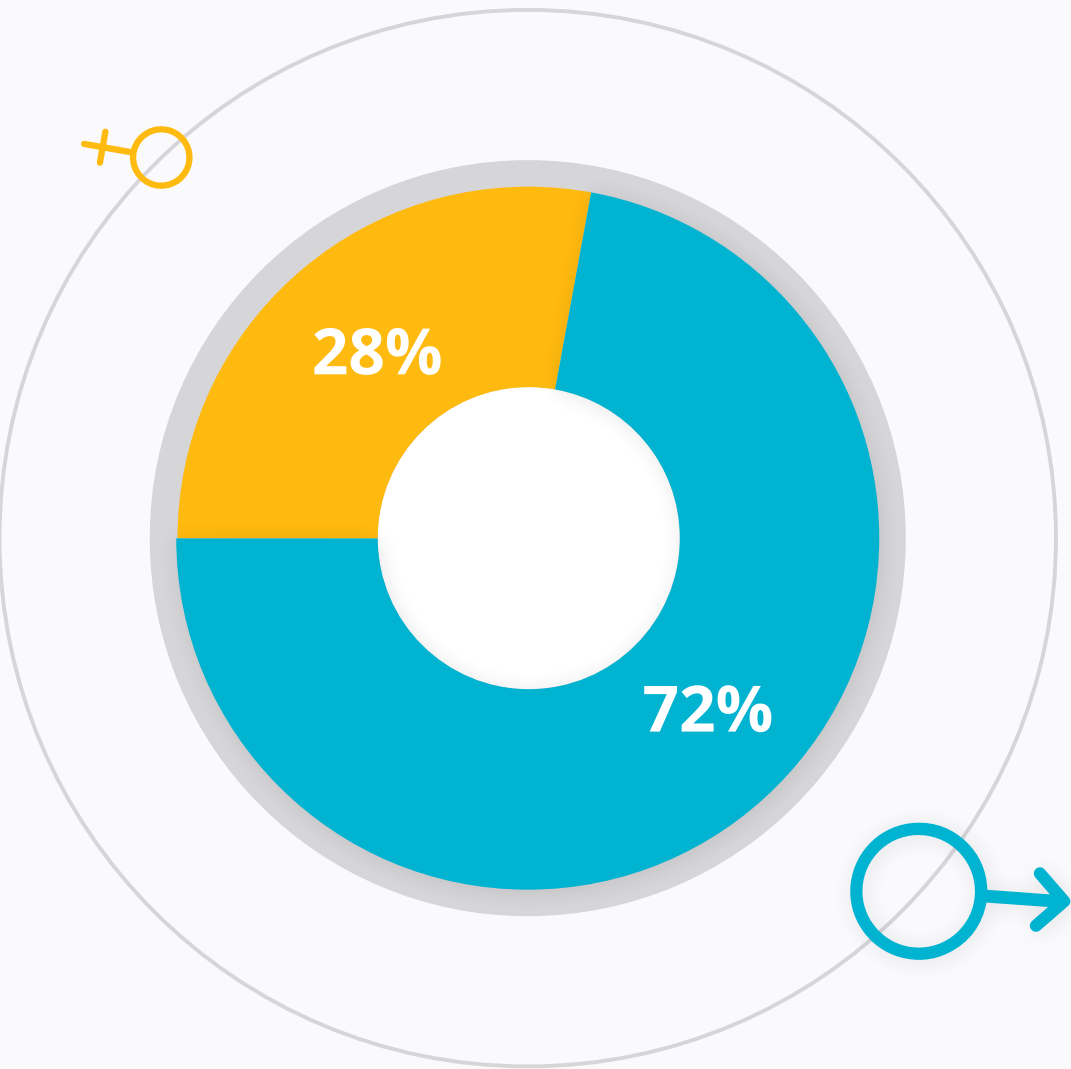


bignibba26 The white dad shoes #meme
#barbecue #whitedad

CHUNKY SNEAKERS MAINLY APPEAL TO MALE USERS AND 18-24 YEAR-OLDS

AUTHOR GENDER

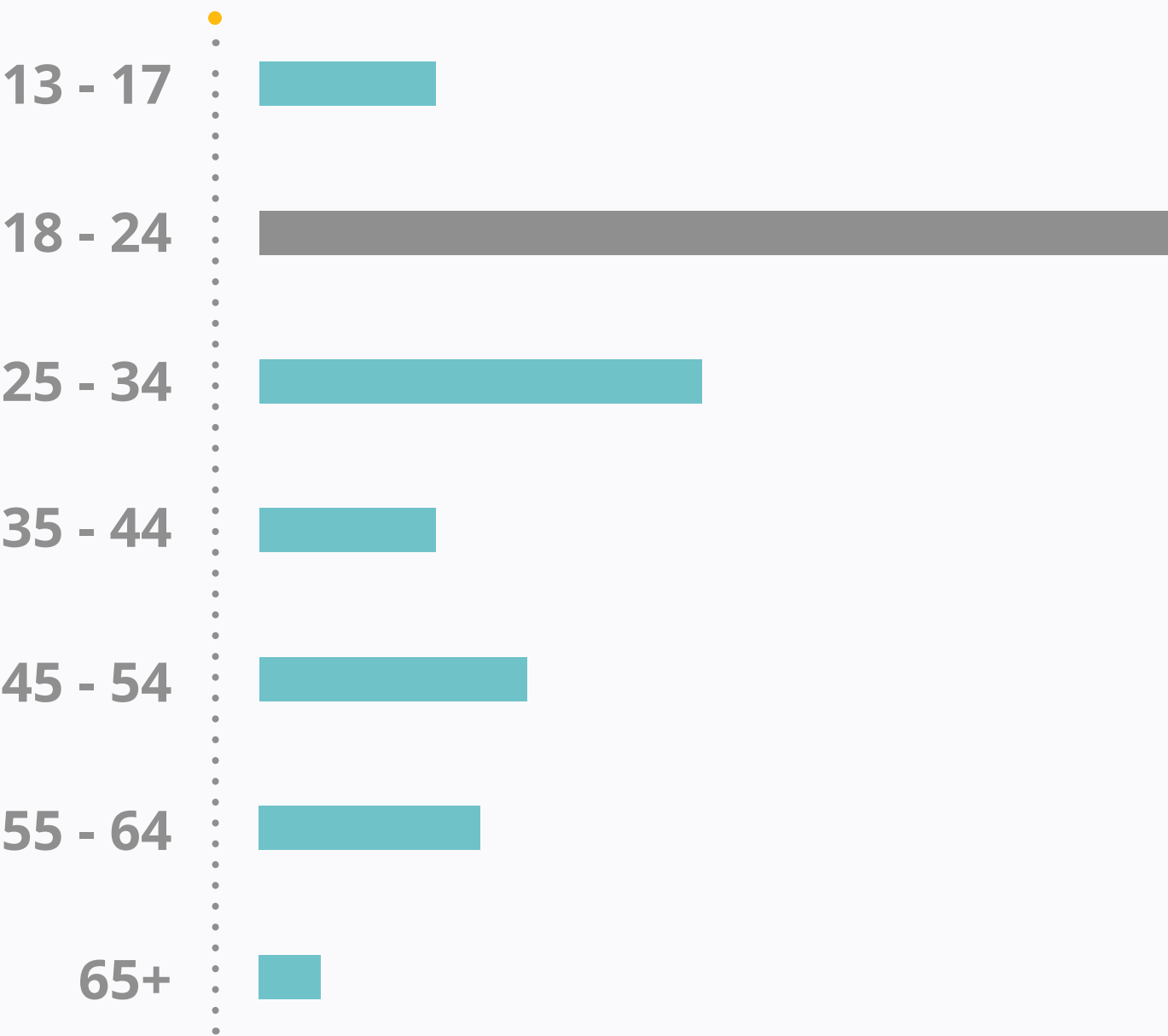
From January 2017 to August 2018
Base: 6.8K posts* that mention "dad shoes"



**based on posts where the gender of the author is automatically detected*

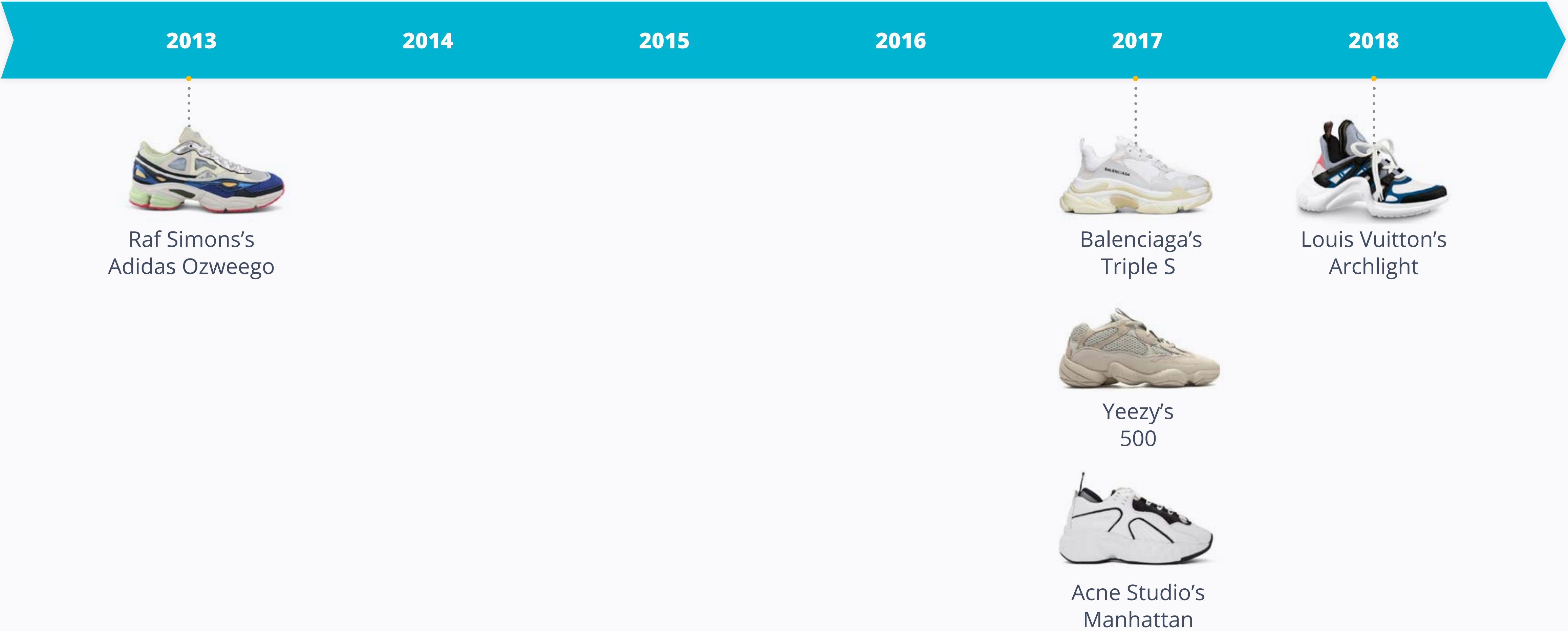
AUTHOR GENDER

From January 2017 to August 2018
Base: 1.1K posts** that mention "dad shoes"



***based on posts where the age of the author is automatically detected*

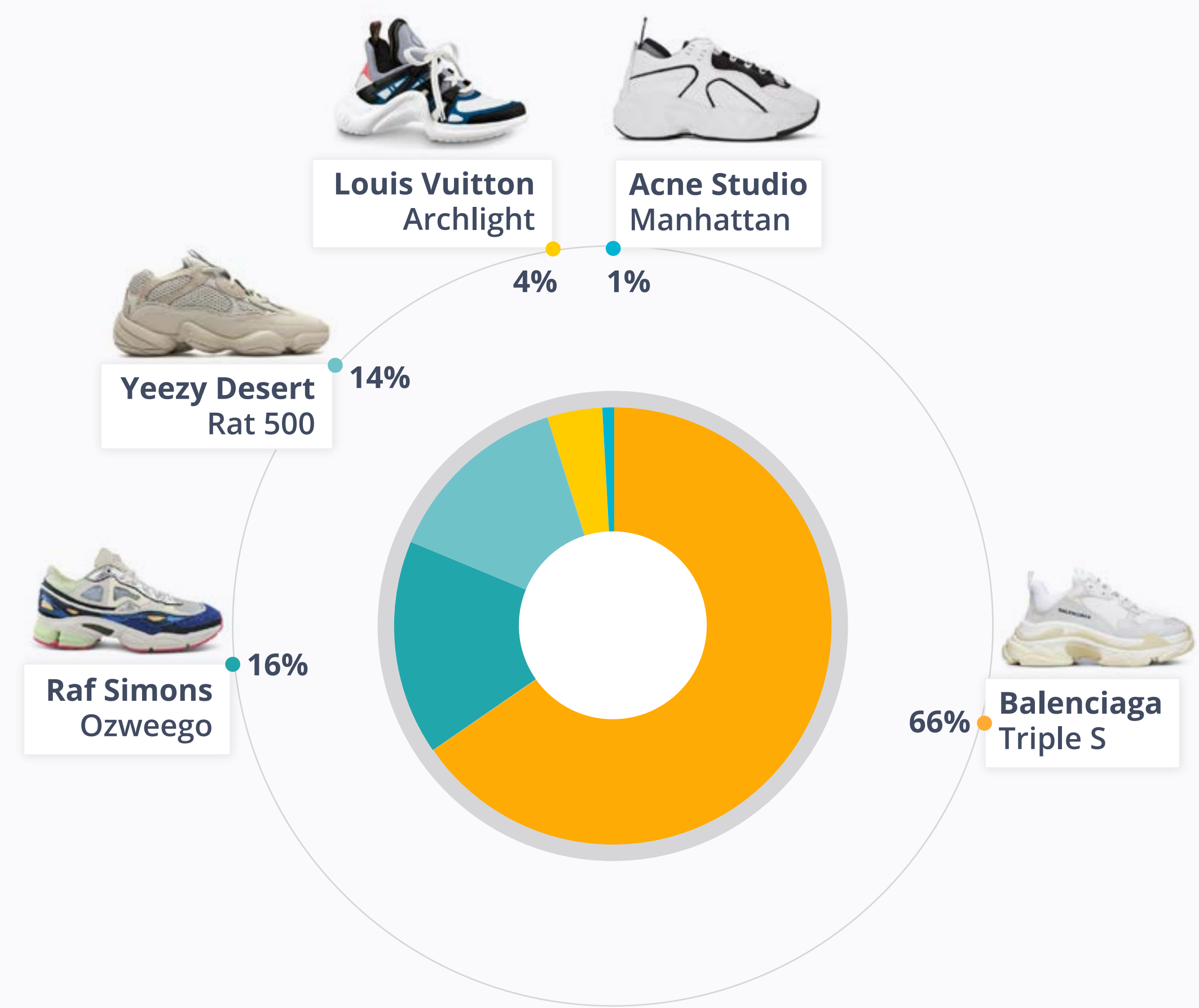
THE CHUNKY SNEAKERS TIMELINE: FROM THE RAF SIMONS OZWEEGO TO THE LOUIS VUITTON ARCHLIGHT



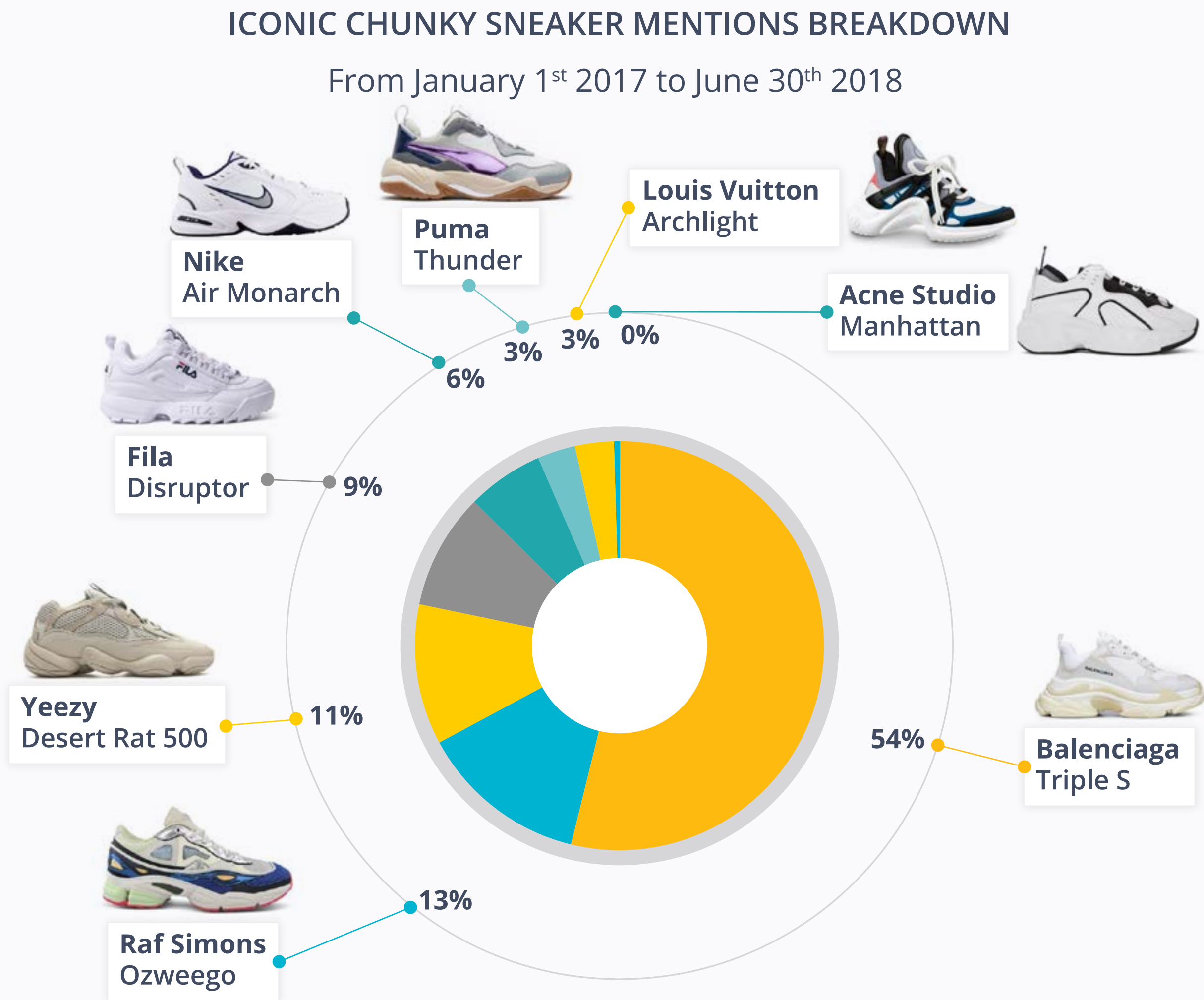
AMONG THE ICONIC “LUXURY DAD SHOES,” BALENCIAGA TRIPLE S IS BY FAR THE MOST DISCUSSED

ICONIC CHUNKY SNEAKER MENTIONS BREAKDOWN

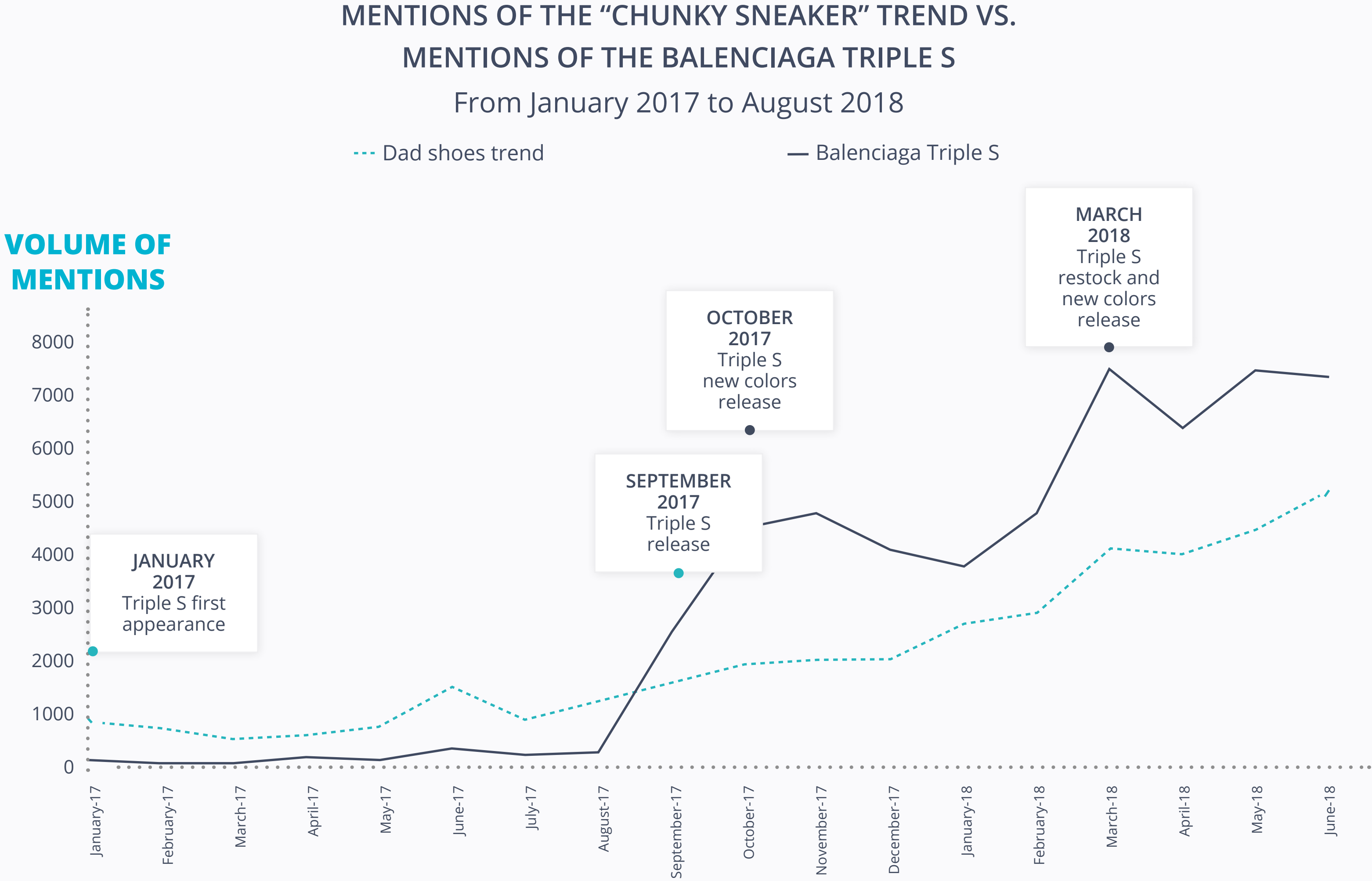
from January 1st 2017 to June 30th 2018



ALSO TRUE WHEN WE ADD CHUNKY MODELS FROM SPORTS BRANDS

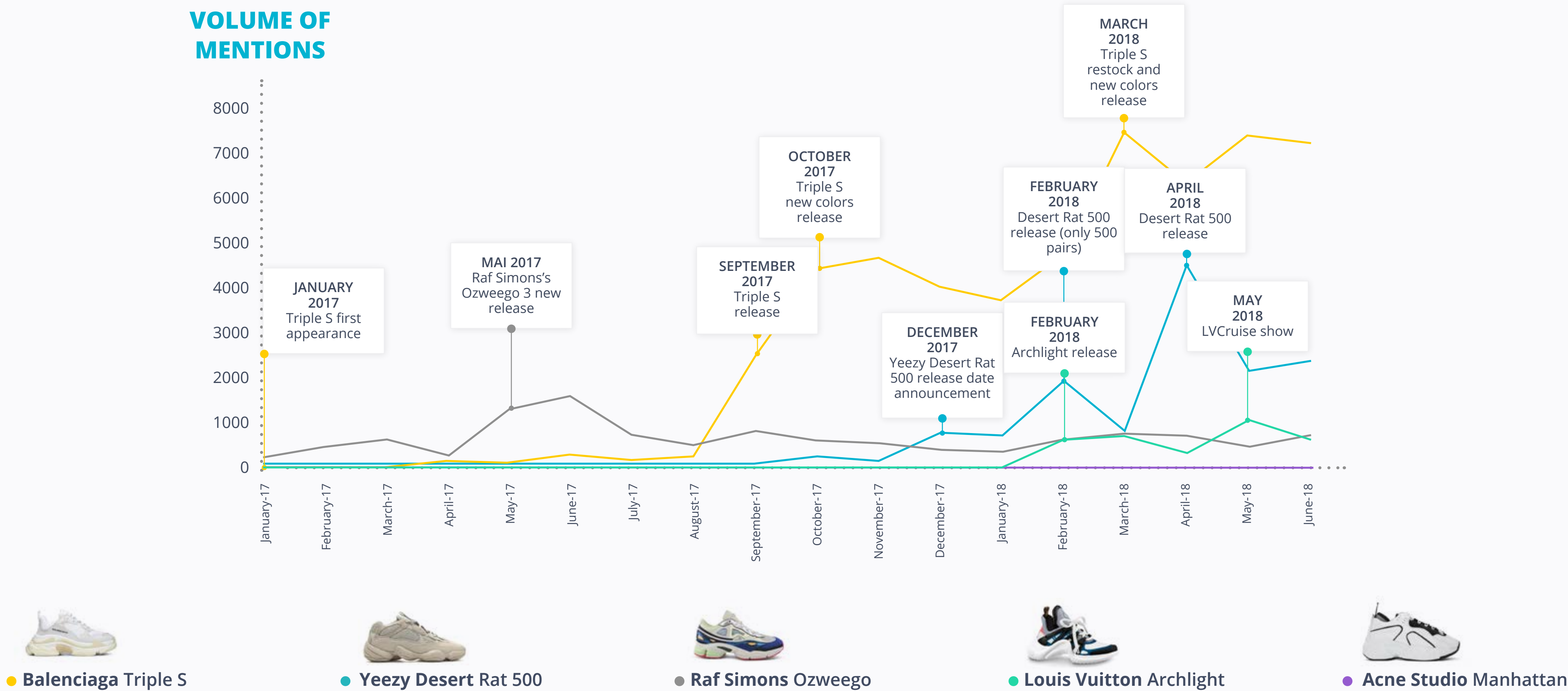


THE TRIPLE S HAS ARGUABLY LED THE DAD SHOES TREND



LIMITED BUT FREQUENT PRODUCT RELEASES FEED DESIRE & DISCUSSIONS

ICONIC CHUNKY SNEAKER MENTIONS EVOLUTION
From January 2017 to August 2018



BALENCIAGA TRIPLE S IS THE MOST STRONGLY ASSOCIATED WITH THE DAD SHOES TREND

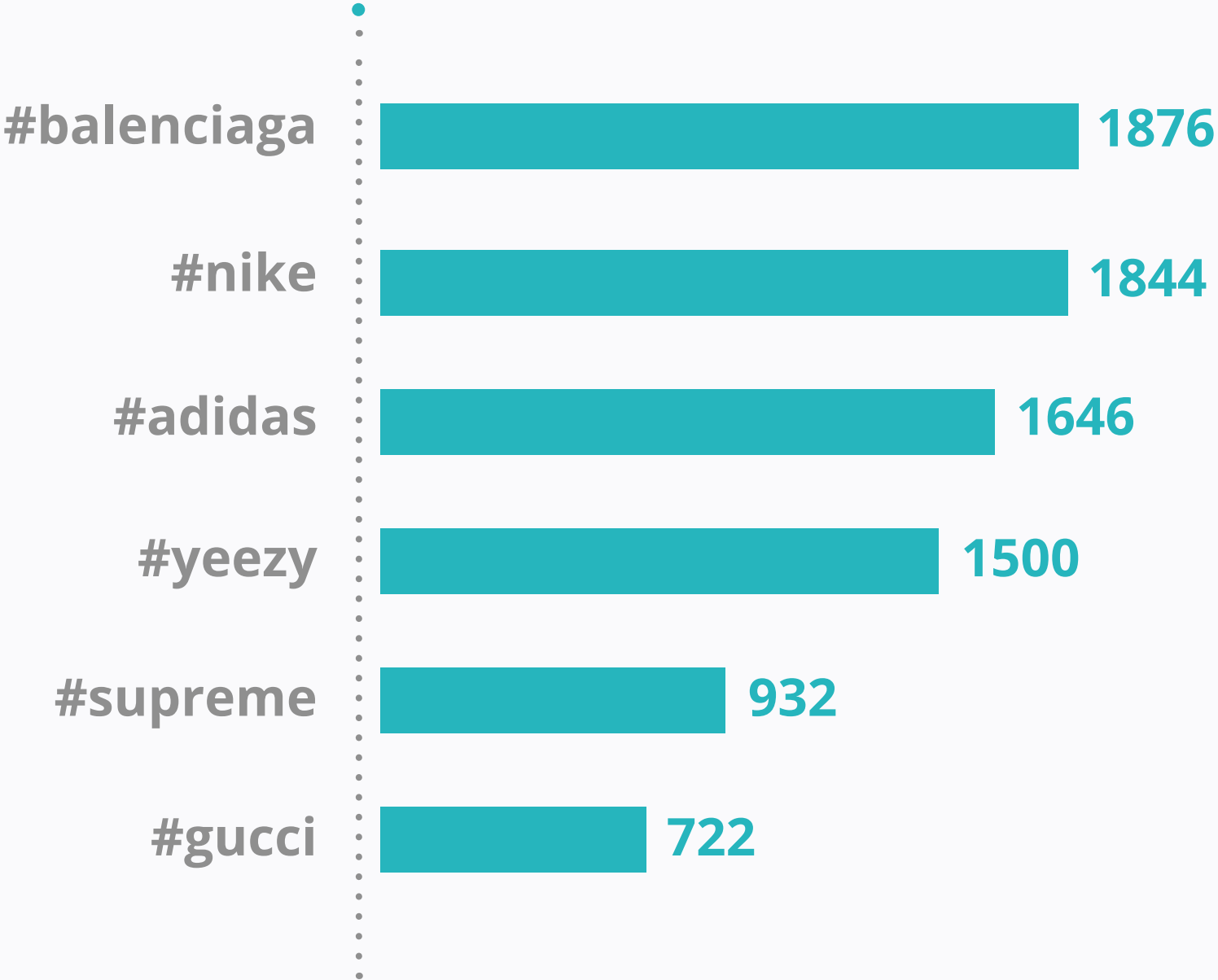
HASHTAGS WITHIN “DAD SHOE” MENTIONS

From January 2017 to August 2018

#adidas #balenciaga #balenciagasneakers
#balenciagatriples #chunky #dad #dadshoes
#fashion #fashionblogger #gucci #highsnobiety #hipe
#hypebeast #igsneakercommunity #instagood #kenywest
#kicks #kicksonfire #kickstagram #love #mensfashion
#newbalance #nicekicks #nike #offwhite #ootd #shoes
#sneaker #sneakerhead #sneakerheads #sneakernews
#sneakers #solecollector #streetstyle #streetwear
#style #supreme #triples #yeezy #yeezy500

TOP BRAND HASHTAGS WITHIN “DAD SHOE” MENTIONS

By volume of posts
From January 2017 to August 2018



IT IS NOW THE ICONIC MODEL OF THE DAD SHOES TREND

Fashion media anoints the Triple S the most iconic model



diet_prada Like many trends, the high-fashion giant ugly white sneaker can probably be traced back to @rafsimons, who debuted the white Trailrunner for SS15 as part of his collaboration with @adidas. It slept quietly (or in a colorful iteration) until January of this year when Demna Gvasalia put it on the runway for both @balenciaga and @vetements_official FW17 collections. @gucci hit the note that following May for their Cruise 18 show. Yeezy, @louisvuitton and a million others figure in there somewhere after. Are you exhausted of this trend yet or can't get enough? #balenciaga #gucci #rafsimons #adidas #yeezy #louisvuitton

With the abundance of chunky sneakers currently in market, has the trend officially reached a plateau? bof.bz/SPF030j9UST (via @HYPEBEAST)



Other brands offer “alternatives” to the Triple S

These chunky sneakers are a cheap(er) alternative to the @BALENCIAGA Triple S:

s.hsnob.co/6GZfMPPr



kwaiman1026 Why do I need a Triple S? #puma #thunderspectra #dadshoes #colors #retro #852 #classics #iconic #sneakerculture #favorite #streetstyle #sneakers #kicks #sneakerhead #kickstagram #instakicks #hkigers #style #instastyle #hkfashion #ighk #instaphoto #hypefeet #photooftheday #sneakerculture #sneakerporn #trend

A "LOVE OR HATE" MODEL

REACTIONS TO THE BALENCIAGA TRIPLE S

From January 2017 to August 2018

Based on 53K posts mentioning the Balenciaga Triple S



one day I'd LOVE to own a pair of those super chunky balenciaga sneakers omg I'm obsessed 😍

Said I wont gon spend on nomore shoes but these Balenciaga Triple s are 🔥🔥🔥

Neeeeeee a pair of Balenciaga Triple-S in my life 🙏 been wanting a pair for too long now!

I really like those Balenciaga Triple S sneakers 😊

available bulky clean clunky
comfort comfortable easy
free shipping worldwinde good
good news great hard likes
love no doubt perfect simple
strong ugly



Ugly ass balenciaga sneakers 🙄 niggas waste money on them ugly ass sneakers fam

I literally can't stand those Balenciaga sneakers. They are so ugly 🤢

Balenciaga triple-s, one of the worst shoes known to man

The Balenciaga Triple S Trainers are the ugliest, most expensive sneakers I've seen in my life. Don't @ me

A HIGHLY DESIRABLE MODEL



pornhubpapi

@mrserote

Omg I need the balenciaga sneakers 🥺



Shadymae

@sadimaewilson

I want the Balenciaga Triple S trainers 😞😞😞



nuest

@upbeatnuest

i need someone to buy me a balenciaga triple s



neminem ✨

@NemiNem_

Am I the only one I want those ugly as Balenciaga sneakers because I think those shits is so 🔥



george

@GeorgeBaines_

my bank account is telling me no but I want a pair of balenciaga triple s



Famous Pooh™

@PoohDaManz

Idk Why I Want A Pair Of Them Ugly Ass Balenciaga Sneakers 🚫



👍👍
@GAILTENAJA

I want those ugly-ass Balenciaga triple S shoes because it's ugly and it's cool.



JW

@jack_ward44

I need some balenciaga triple S's



Hozer

@_Mambo_

I want the balenciaga triple s sneaker 🥺



mary

@marymnds

i want the balenciaga triple s replica sneaker, so bad ;((



özzy

@azziebharris

i want balenciaga triple s sneakers 🥺



hanna

@Hcardona_

all i'm thinking about are the Balenciaga triple s rn and how bad i want a pair :((((

THAT MAY ALREADY BE GETTING OLD



I'm so tired of this ugly sneaker craze. I blame Balenciaga and Nike



Brooke Ashley 
@TheBrookeAsh

I'm so tired of y'all and those ugly Balenciaga sneakers. Stop it. Pls.



Jarrett A. Bennett
@isongzj

Tired of these Balenciaga Triple S sneakers.



 **#GO_UP**
@catbossa

i'm tired of seeing the balenciaga sneakers can someone come out with the next new thing already thank you



DEB.
@KingEdward_

I'm so damn tired of looking at those damn Balenciaga sneakers.




@ahgaluv

everyone wearing the same ugly balenciaga sneakers im tired



boobie
@fettucciniB

i am sick and tired of these balenciaga triple s's man



kikumora
@demigawdd

tired of SEEING these DAMN BALENCIAGA SNEAKERS.

DESPITE THE FACT THAT DAD SHOES ARE HERE TO STAY, NEW SNEAKER TRENDS ARE ALREADY EMERGING. WILL HIKING SHOES BE THE NEXT DAD SHOES?

HIGHNOBIETY

Industry Insiders Explain How Hiking Footwear Became 2018's Biggest Trend



Gucci's Latest Shoe Is Built for Extremely Luxurious Hiking

Esquire

Why Trail Runners Are 2018's Most Hyped New Trainers

The 'Ugly' trainer trend has found its very practical successor



THE CUT

First Came Normcore. Now Get Ready for Gorpcore.



This Dad Shoes report was created by our social data researchers using data collected from our social listening platform, Radarly.

Want to learn more about real-time social listening? Request a demo of Radarly.



Request a demo

Want to learn more about your brand and industry with customized social data research? Get in touch.



Get a customized report