



KICKING *up a storm*

SANGEET PARYANI, FOUNDER OF SUPERKICKS, IS ALL SET TO WOO SNEAKER LOVERS THROUGH HIS MULTI BRAND STORE, DISCOVERS **BINDU GOPAL RAO**



Joining a family business and then taking it to another level is not as easy as it sounds. But Sangeet Paryani has done just that by launching Superkicks, the first ever multi-brand sneaker destination in Mumbai this year.

Armed with an MBA in media management from MICA Ahmedabad, he had a stint with design agency DY Works before joining his father's company Mayank Distributors Pvt. Ltd – a wholesale and retail company for various footwear and apparel brands in Rajasthan. "Initially, I was mentored by my father – a wholesale expert and my brother – a retail expert, both of whom helped me understand the nuances of running a business. Soon, with the knowledge I gathered, I started working towards

my own project - Superkicks," reminisces Sangeet.

With the growth of the footwear industry in India, big brands like Adidas, Reebok, Nike, Puma and Asics are growing exponentially. "People in India are now much more brand conscious and there is a natural progression of shoes moving away from just being a functional commodity to a lifestyle product," he explains. Attending trade shows and viewing the upcoming collections of shoes from these brands further drove Sangeet's desire to have his own exclusive sneaker store. "And it's not just a store, it's a revolution, with a culture of his own," he clarifies.

Curating a range of sneakers from limited editions, heritage shoes, and

contemporary silhouettes, Sangeet hopes that Superkicks will be a symbol for sneaker culture in India. With Nike Air Jordan's and Vapormax, and Adidas Ultraboost and Yeezy Boost already on his shelves, he has most recently launched Milan based brand 'Ylati' at the store – a move that he admits is a big step as it represents the next level in the sneaker category. "It is our entry point into the luxury sneaker segment. I see Ylati as a litmus test for myself. I want to know if consumers are really looking at this segment and want something different." And while on his days off he likes to travel, in the future Sangeet hopes to focus on building the brand further and adding more categories like apparel to his portfolio.

