

A FOUR

It's YOU feat. the art in you.

ABOUT US

- We are a subculture division of Ebullient Gaming which is a Lifestyle driven company managing the primer talents of fashion and music and also helps gaming publishers to establish a business in India With a network of 400 Million+ audiences through its a network of gamers.
- A culmination of artworks that gracefully entails fashion, lifestyle, concepts, brands, photography, paintings, cinematography, music, and more. Afour is just the thing capturing moments while in the moment, a media platform bringing in fresh perspectives from fresh muses.
- The aim is to educate people about the Culture by catering to the ones who cannot be confined in limits.

OUR CLIENTS

facebook.

CONVERSE

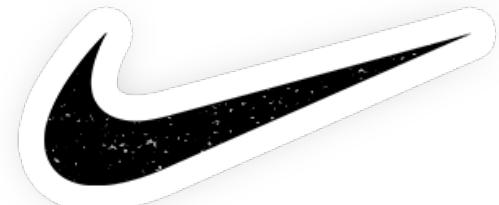
YouTube

BECCA



BURBERRY
LONDON ENGLAND

FILA

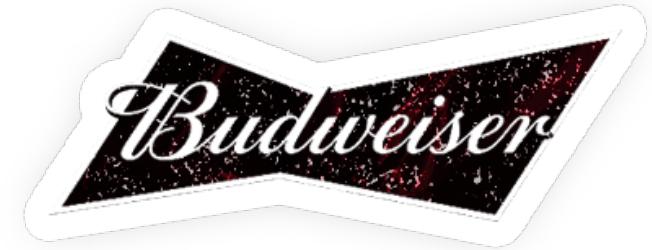


MARC JACOBS

Reebok



addikt



L'ORÉAL

MANY MORE

COLLABORATIONS



StockX is a Detroit-based company an online marketplace and clothing reseller, primarily of sneakers.

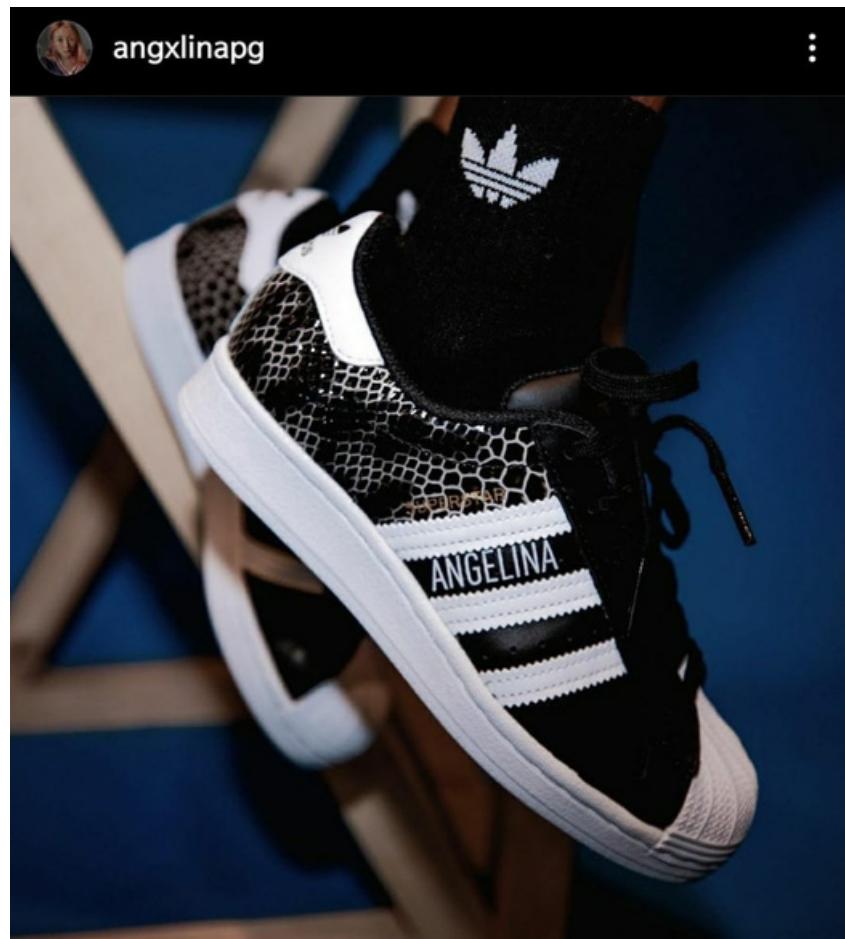
Stock X was new in the Indian Market which gave us the opportunity to hook them up with Karan as Karan is known as India's biggest hypebeast and create content to educate people about the sneaker culture. Karan then created a dedicated video on How to use stock X and catered to the Consumers here.

Karan Is only Indian creator to collaborated with Stockx

COLLABORATIONS

Adidas Collaborated with the Influencers for the Upcoming snaker launches to create the hype

Angelina X Adidas Originals



Customised Adidas Sneaker

#superstarsforchange campaign was launched by Adidas where the creator got their personalized Superstars for the shoot

Adidas X Her Studio Collaboration Campaign



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angxlinapg @adidasoriginals recently launched their new collaboration with @her_studio_london in celebration of femininity & self-expression. #adidasxherstudio

24w

gauravrchugani So good 🔥

24w 1 like Reply

View replies (1)

rahulryuk Nice dress 🔥

24w 1 like Reply

Liked by saprasap and 4,511 others

SEPTEMBER 11, 2020

Add a comment...

Post

Allen X Adidas Originals



bowtiesandbonesblog · Follow

Fort Mumbai

bowtiesandbonesblog My first ever pair of Stan Smiths had to be special. #EndPlasticWaste

This #PRIMEGREEN pair is made up of 70% recycled materials, in line with adidas' commitment to only use recycled polyester by 2024! Thank you for sending through this #SustainableStan pair, @adidasindia.

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#allenclaudius #snobshots #bowtiesandbones #sustainablefashion #sustainablesneakers #adidasoriginals #adidasoriginalsindia #greenstansmith #recycledpolyester #goldfishbonyou

434 likes

JANUARY 10

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Post

COLLABORATIONS



chaitanya_dixit · [Follow](#)

Kaam Bhaari, Spitfire, SlowCheetah, Devil ...
The Rhymers, Nuka · Mehfil - E - HipHop

Custom pair of Adidas superstars
"mehfil-e-hiphop" made for
@ranveersingh . The artwork on the
shoe is inspired by the album artwork
of the fire track "mehfil-e-hiphop" by
 @_slowcheeta_ @ntnmshra and
 @kaambhaari @devil_the_rhymer . Let
 me know what you guys think about
 these in the comments .
 #custom #indianhiphop #hiphop
 #kaambhari #indianrap #mehfilehiphop
 @incinkrecords
 @ranveersingh
 @_slowcheeta_
 @ntnmshra
 @kaambhaari

24w



Liked by clintonjeff and 1,738 others

SEPTEMBER 10, 2020



Chaitanya X Addidas Originals

Karan X Addidas Originals

COLLABORATIONS



 chaitanya_dixit • Follow

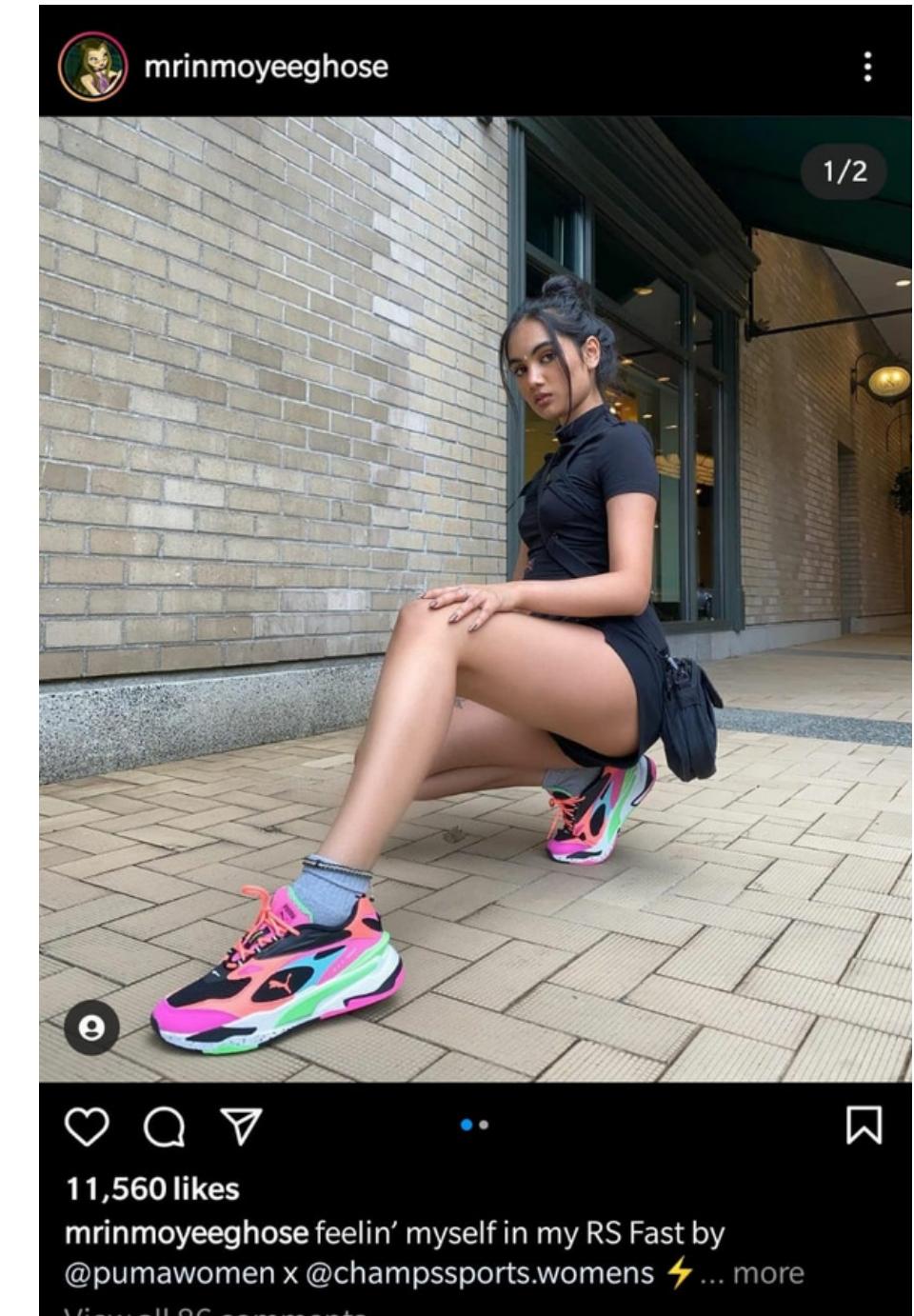
 chaitanya_dixit Custom pair of puma G-Villas given the @sean_wotherspoon 97/1 treatment . Absolutely love how the pair turned out . .

Done for the man @virus_37 , when he contacted me for the shoe and gave me an idea of what he wanted to get down . I agreed to take up the project

    Liked by [superartsinatic](#) and 500 others

LIKED BY 50%

Comments on this post have been limited.



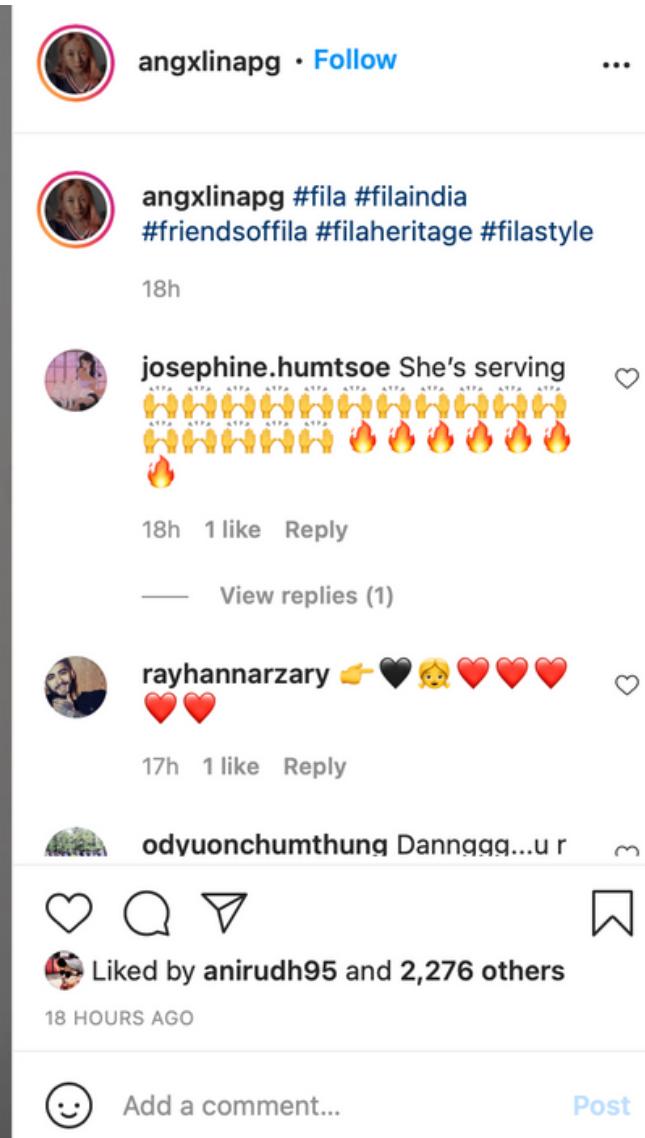
 mrinmoyeeghose

1/2

Chaitanya X PUMA

COLLABORATIONS

Angelina X Fila



Youngest Brand Ambassador

MEDIA COVERAGE

BW BUSINESSWORLD

India's first duo gaming channel Two-Side Gamers is hitting the charts

India's first duo gaming channel Two-Side Gamers is hitting the charts



Hindustan Times

Indian Hypebeast culture: Karan Khatri is the 'hype' in Hypebeast

Karan Khatri is one of India's biggest Hypebeasts in the country. His passion for sneakers and other collectible street wear items has in a lot of ways introduced the Hypebeast culture in India.

By HT Brand Studio
PUBLISHED ON FEB 05, 2021 05:03 PM IST

The Hypebeast in India is a work in progress and Karan is managed by Afour, a platform and Label for art under rocks.

With Afour, Karan strives to propagate the Hypebeast culture in India, which is at a nascent stage right now. Teaming up with big content creators of YouTube, the hypebeast talked about and featured street culture, sneaker culture, etc on the platform. The Hypebeast along with Afour is set to introduce and propagate the culture at large. Karan expresses his admiration for Gurudeep Sapra , Strategy Head at Afour as he was one of the major forces that helped him reach out more.

Man's World India

Everything You Should Know About Toy Collectible Business In India

to approximately Rs 84 lakh. Karan Khatri, YouTuber and Indian streetwear social media personality, is a proud owner of two Companions, and explains his love for them. "I really like the aesthetic and the design of the character. My house is inspired by sneakers and streetwear, which makes it hard for me to not get involved with such collectibles as it heavily influences my day-to-day job of being a YouTuber. These retail for around \$220, and resell for a minimum of twice the amount, and even up to 20 times or more. But, they still have a line of buyers at that price, and that is what makes them stand out from other collectibles. They are trendier and connect better with the youth," he says.

Mumbai Mirror
Tue , Mar 02, 2021 BANGALORE MIRROR | PUNE MIRROR

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HOME / OTHERS / SUNDAY READ / JUST FOR KICKS

Just for kicks

Edited by Reema Gehi / Updated: May 31, 2020, 06:00 IST

f FACEBOOK **t** TWITTER **in** LINKEDIN **e** EMAIL

On December 16, 2017, when Adidas launched the Yeezy 350 V2 "Blue Tint" sneakers in Mumbai, every sneakerhead in the city was keen to acquire a pair — priced at Rs 25,000 — before anyone else. Twentysix-year-old Shashvat Singhania, who owned nearly 140 sneakers at the time, stationed himself outside the brand's Linking Road store at 4 am. "If you wanted to secure yourself a pair, you just had to camp outside the store," he says. "As the hours passed, the queue got longer."

MEDIA COVERAGE

fast glam

ANGELINA PONGENER, 23
"I love experimenting with different styles. Like for this look, I have teamed a casual-cool sweatshirt with an uber-feminine, tulle skirt. I have matched my lips to the colour of my hair—I love how it adds to the whole girly-but-fierce vibe."

MAHIMA RAMNANI, 23
"Winter, for me, is all about (faux) fur, fuzz, and feathers! And sorbet shades have my heart. I have layered my favourite ice-blue jacket over a baby pink top. The accessories—beret, sunglasses, and the pearls—all add to the Parisian-winter vibe I wanted to emanate."

HETH TANNA, 21
"I am a huge fan of co-ords; they carry the bold 'mean business' attitude of a pantsuit, but with an off-duty, relaxed vibe. Everything about the set I am wearing screams festive, making it ideal for the holiday season."

Street Style
We took the battle of the best-dressed to people's homes (hello, social distancing!), and were so impressed by your style picks and outfit choices.

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Nagaland Zone

officialhumansofbomba "Growing up, my parents were alcoholics—still, they tried being good parents. But eventually as the drinking became routine, I was sent to live with my aunt since the age of 5. I felt lonely because the other kids at school always had their parents around. I tried making friends, but I was constantly teased—kids would say, 'You have chicken legs'"

angxlinapg

EastMojo

≡ Menu

OTHERS

These 5 NE Instagram influencers will give you major

Angelina Pongener (@angxlinapg)

The bronze tint in the posts of Angelina Pongener showcases her effort and dedication to make her profile pop out of the rest. Her fashion aesthetics focuses on a minimalist and effortless chic look.

A FOUR
THANK YOU