

This New Sneaker App Lets You Digitally Cop Your Grails

Words By Fabian Gorsler

2-3 minutes

Aglet is a new sneaker app designed by a team including **adidas'** former director of future trends, Ryan Mullins, and illustrator Dan Freebairn (**Kickposters**). The app aims to solve sneakerheads' frustrations of not being able to buy limited and grail-level sneakers by giving them a chance to do so digitally.

Aglet is modelled after **Pokémon Go**, in the sense that users collect virtual currency by walking around in the real world, which they can then use to buy sneakers. When worn in-game, more limited or coveted sneakers allow users to collect more currency per real-world step, meaning the next grail can be bought more quickly.

In-game sneakers deteriorate over time — just like in real life — for which the team has set up repair or deadstock stations, which fix up your sneakers and get them looking box-fresh again. Additionally, there are also treasure stashes placed around key cities worldwide (usually at sneaker-related, real-life locations such as stores). These can be “unboxed” to reveal more virtual currency, in-game sneakers, or — eventually — real sneakers.

While the main focus currently is on digital sneaker collection, **Aglet** has the potential to link real-life sneaker collecting and buying to in-game challenges and achievements in the future.

“Given that we take an L on like 99% of the sneakers we're going after, we decided that a game for virtual sneakers is the remedy,” says Mullins. “The idea is to build a “game layer” on top of the sneaker industry.”

“Unlike real sneaker purchasing of entering raffles and the luck of the draw. I can browse the **Aglet Sneaker Shop** for what I want to cop next, knowing I'll need to put a bit of work in to get 'em and feel that sense of achievement.” says Freebairn.

Aglet is available now for iOS, with an Android version in the works.