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BOYU Adapt BB



The Adapt BB — the BB stands for “basketball” — build on Nike’s decades-long dream to create an auto-lacing smart shoe that adapts to wearers’ feet.

Categories

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[Our Story](#)[Partners](#)[Products](#)

We are BOYU, we sell / customize shoe for our customers



CHEE BO YU, CEO

“Life is fragile. We’re not guaranteed a tomorrow so give it everything you’ve got.”

Story

The BOYU story started in 2002 with the launch of BOYU MAX I . There was a need to create modern shoes design that would be accessible in both price and attitude.

Customers



Lionel Messi
Barcalona, Forward



Cristiano Ronaldo
Juventus, Forward



David de Gea
MAN U, Goalkeeper

Awards

Top Product Designer by Google

Top 10 Companies to work for by Straits Times

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New Releases (4)

SORT BY :



BOYU Air VaporMax 2019

3 Colours

SG \$269



BOYU Air Max 2019

1 Colour

SG \$400



BOYU HyperDunk 2018

2 Colours

SG \$500



BOYU Air Zoom 2018

1 Colour

SG \$300

Member of BOYU will get 50% Discount on all items

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Information

**Operating Hours: Monday to Friday
(10am to 6pm)**

Email: boyu.chee@gmail.com

Contact Number: +65 81999879

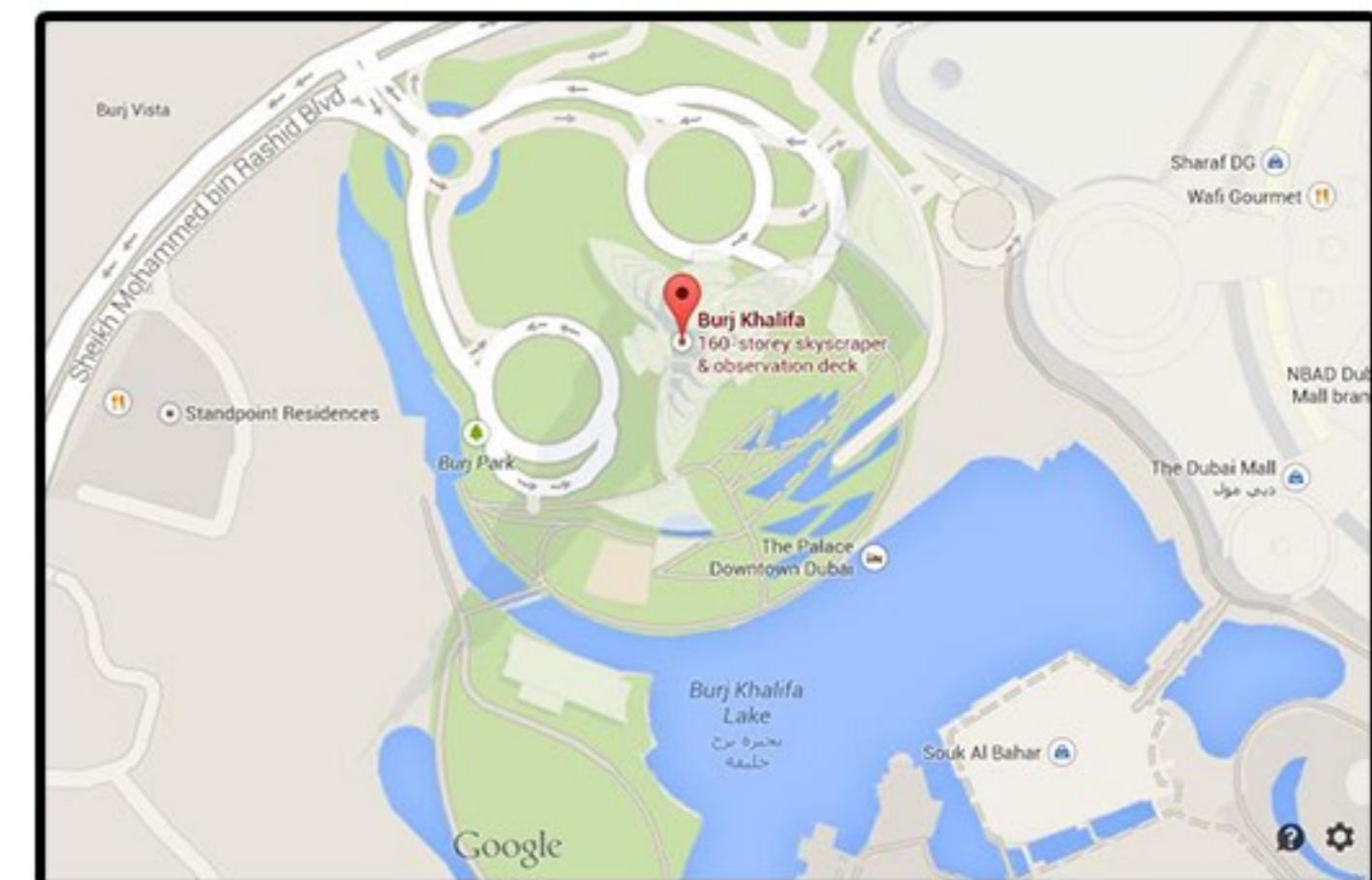
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