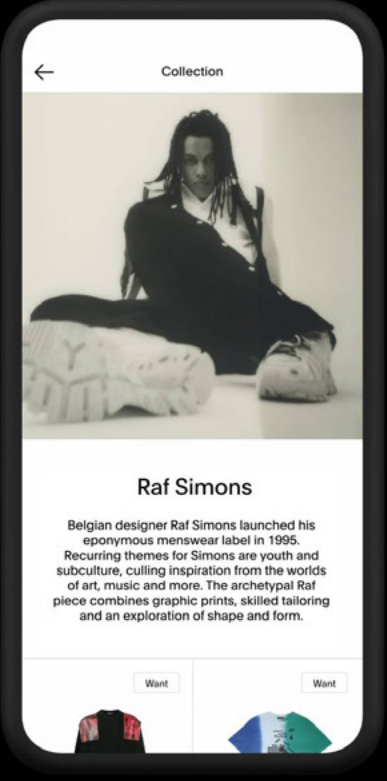
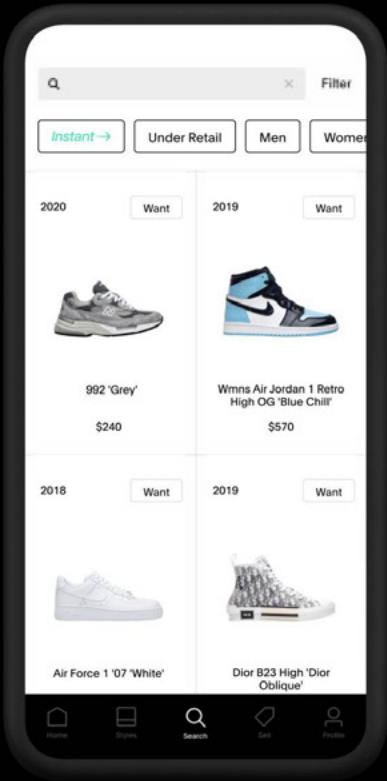
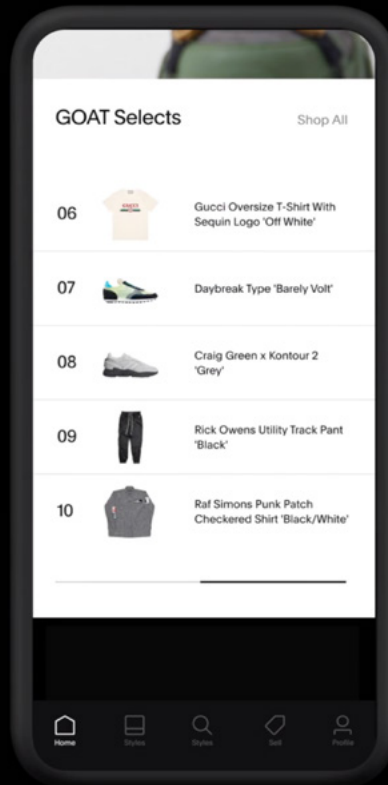
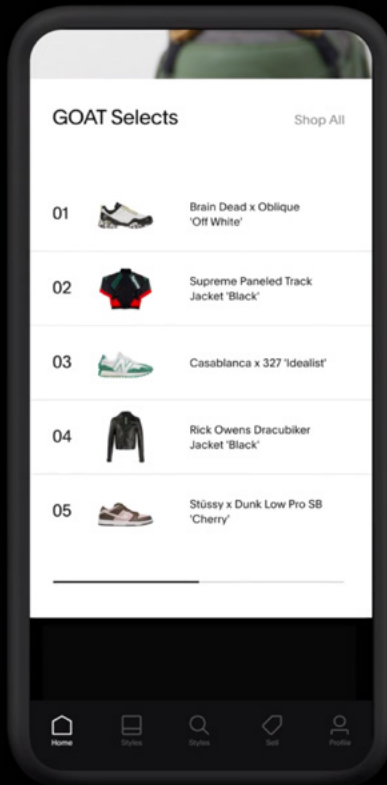


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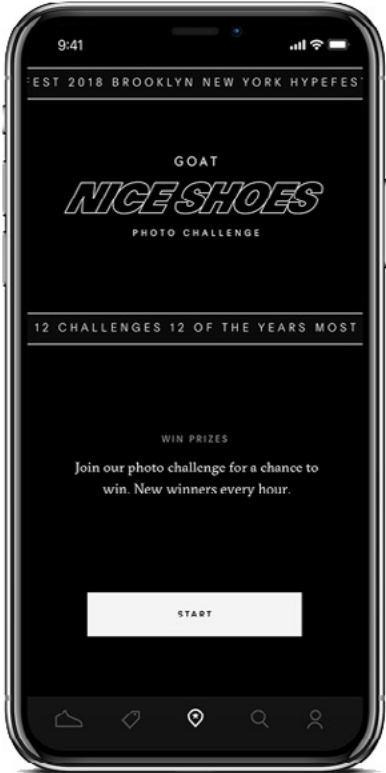
GOAT — The global destination for authentic sneakers on desktop, iPhone and Android, the app guarantees authenticity on every purchase with verification and networking technology, detailed information and catalog of all products, and culturally appropriate trend forecasting.

Mobile app design for e-commerce, digital campaigns, and online editorials.







GOAT's "Nice Shoes" public activation at Hypefest 2018 in Brooklyn, NY utilized the app as a device for a sneaker scavenger hunt. Accompanying the mobile app activation was a large LED screen at the two-day festival displayed real-time information about the game: a countdown ticker, the shoe to look out for at the hour, fun facts about that shoe, and a winner's board.



GOAT
NICESHOES
PHOTO CHALLENGE

FIND AND PHOTOGRAPH
THIS SNEAKER
BEFORE THE TIME IS UP

DOWNLOAD GOAT TO JOIN NOW
 

CHALLENGES • 12 OF THE YEAR'S MOST HYPED SNEAKERS • 24 WINNERS


NEXT ROUND STARTS IN 59:59

CURRENT CHALLENGE CHALLENGE CURRENT CHALLENGE

29:59
YEEZY 500
'UTILITY BLACK'

PAULINE LACRONYM AIR PRESTIGE
LAWRENCE WREACT ELEMENT 87
HUBTRAVIS SCOTT X AIR MAX 270

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NEXT CHALLENGE BEGINS IN... 59:59

14:59
GOAT
NICESHOES
PHOTO CHALLENGE

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NEXT CHALLENGE BEGINS IN... 59:59

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