

SNEAKER VENDING MACHINE



RETAIL

We know that many of our readers like a good vending machine story. In the past, we've featured machines that vend everything from [umbrellas](#) to [hair straighteners](#), but we feel we've let you down on the vending front lately. Which is why we were happy to spot a new automated selling device in London: [Onitsuka Tiger](#), the Japanese sports brand, launched a sneaker vending machine on Carnaby Street today. Sneaker vending isn't entirely new—it's been done in Japan, of course, and Reebok sold shoes from a vendomat back in 2004. Reebok's machine, however, was a bit of a let-down: the sneakers were packed into a seemingly standard, drab box. Onitsuka Tiger, on the other hand, put some effort into custom-building their machine, which can sell 24 pairs of shoes at a time, in 6 sizes. Following its London debut, the machine will travel across the UK to bring convenience-buying to the rest of Britain's sneakerheads. Fun bit of brand promotion (this marks a UK first for sneaker vending) and consumers should enjoy the concept, too. "What, these shoes? I just got them from a vending machine down the street." To us, that sounds like a [status story](#) 😊

14th April 2008

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