SNEAKER UNIVERSE

Statement of Authenticity

May 08, 2022

Our Company SNEAKER UNIVERSE LLC is a footwear licensing company that was established and registered in December of 2017 in New York State. Sneaker Universe has had several earlier generations going back to 2012. The earlier version of the company was named VSG International LLC. Both were founded by myself, Yusef Sirius-El. I've been a sneaker designer and engineer for over 35 years, designing basketball shoes for Fila USA in the early 1990's. I was the director of Basketball and Crosstraining there from 1995 – 1998. I've learned and mastered each of the athletic footwear categories since then including, running, crosstraining, fitness, tennis, hiking boots and etc. You can find many of the footwear products I've designed on my portfolio website: SovaDesignCorp.com.

Our team includes several professionals in the areas of product development, marketing, logistics and sales. Giza Olympius was originally launched in the United States in 2019 and available at Footaction and DTLR, two major footwear chain stores, as well as several smaller chains and independent retailers. Our products are featured in several music videos including Missy Elliot's "Cool Off" and "Throw it Back". You can see on our instagram page that our products have been worn by many celebrities like Gabrielle Union, Pretty Vee, Wiz Kid & DJ Tunes, Khaled, and June Ambrose, to name a few.

We need to insure that you are purchasing directly from the original manufacturer of this brand by using the email address below which is the same email that is listed on our official website GizaOlympius.com on the contact page. You should contact us directly via email before finalizing your order, or to request our full catalog, lookbook and company information. This email is connected to our main website, and the website is connected to our instagram and facebook accounts. This is our insurance that you are working with the source.

Contact email: Yusef@KustomeCollabo.com

Sincerely,



Yusef "Cyrus" Sirius-El
CEO / Footwear Director

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