

Athletes Go Beyond Boundaries™ with Advanced Arcane Technology

A teenager from Glasgow dubbed "Genius Glasgow Schoolboy" is taking the multi-billion sneaker market by storm - with advice from Joe Foster, Reebok Founder.

Amaan Waheed, the 16-year-old founder and Scottish engineer, has set up Arcane Footwear, designing his own unique footwear and technology patents.

Amaan has already held meetings with Reebok, Adidas, and has Joe Foster, Reebok Founder, as his number one mentor. His company has already had an investment offer.

In January 2022, London-based SFC Capital extended an investment offer, valuing Arcane at £2,000,000, but Amaan did not proceed with the term sheet. He is now engaged in discussions with the JP Jenkins share trading platform to list Arcane shares, so that the public have first opportunity to buy in at rock bottom.

According to Joe "Arcane's designs are undeniably game-changers, embodying the vision and originality required to make a significant global impact. Notably, Arcane's water displacement stud technology holds immense potential and is poised to capture the interest of industry giants like Nike, who are actively engaged in this field"

Amaan says "Technology has caused a paradigm shift in every major industry—think Netflix to Blockbuster, Apple to Nokia. I aspire to achieve a similar transformation in the world of footwear. Today, we are donning iconic designs like Nike Air bubble from the 1970s, Reebok Air Pump from the 1980s, and Adidas Predator from the 1990s. Arcane brings you cutting-edge kicks featuring technology from the 2020s"

The Experiential Footwear™ collection from Arcane redefines footwear technology, seamlessly integrating advanced features into every step. With innovative traction control studs, magnetic sole cushioning, and retractable spikes, Arcane's footwear takes performance, comfort, and safety to extraordinary heights. It empowers athletes to exceed their own expectations, while individuals experience unparalleled comfort and protection.

Envision a football player effortlessly gaining traction on a rain-soaked pitch, confidently manoeuvring with the added grip of the traction control studs. Picture an urban goer navigating the concrete jungle, their feet cushioned by flexible magnetic soles, adapting to every step. Visualise an icy footpath instantly met with retractable spikes on demand, ensuring stability and safety.

Arcane's Experiential Footwear™ collection embodies the fusion of cutting-edge technology and functional design, revolutionising the way we move and unlocking new possibilities in performance and everyday experiences.

With invaluable guidance from industry pioneers like Reebok founder Joe Foster, and profound insights shared by Todd Krinsky, CEO of Reebok and his technical team, Amaan has honed his expertise in the intricate manufacturing processes that drive Arcane's innovative footwear.

Joe, captivated by Arcane's forward-thinking approach and innovative use of magnets for cushioning and energy return, recognised their potential to impact the market. With this in mind, Joe facilitated a meeting between Reebok and Arcane.

"If Reebok acquire Arcane' technology and uses the right product development team, then, with a powerful marketing campaign and the right distribution channels in place to let people get their hands on this tactile technology, Reebok will have a fantastic chance of gaining market share. This is exactly what Reebok needs, young blood. Fresh perspective. Seeing things, the way no one has seen them before."

Joe Foster, Reebok Founder

Embracing sustainability as a core value, Arcane constructs their footwear using recycled tyres and biobinder, ensuring a reduced carbon footprint. By incorporating sustainable practices throughout the design, manufacturing processes, and product life cycle, Arcane demonstrates their commitment to preserving the environment for future generations.

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QUICK INDUSTRY FACTS

- **Business Formation** - [Arcane Footwear Technology](#) was founded in 2021 by Amaan Waheed.
- **The size of the industry** – Allied Market Research says the footwear market will reach [\\$725.1 billion](#), globally, by 2032 at 5.9% CAGR.
- **The Lucrative Footwear Industry: Billion-Dollar Endorsement Deals and Collaborations**
Footwear is a thriving industry with abundant financial opportunities, which explains the multitude of collaborations and sportsman sponsorships that have become prevalent. The global demand for athletic footwear has skyrocketed, driven by the growing fitness and sports culture, as well as the influence of prominent athletes on consumer preferences. Recognising the immense market potential, brands actively seek partnerships with sports icons, resulting in billion-dollar lifetime endorsement deals like those of [Cristiano Ronaldo](#) and [LeBron James](#). In recent years, this collaboration trend has extended beyond athletes to include fashion designers, as exemplified by the Adidas Yeezy partnership.

FOOTWEAR TECHNOLOGY

- **Sportswear Industry's Massive Investments in Footwear Technology**
Sportswear companies are spending billions of dollars on footwear technology investments. For example, in 2019, [Chinese company Anta Sports acquired European company Amer Sports](#) and its 7 sub-brands for 4.6 billion euros. Anta has been at the forefront of innovation, having spent \$460 million and filed 1,400 patents during its 16-year partnership with the Chinese Olympic Committee. To further solidify its position, Anta has now allocated a staggering [\\$616 million budget](#) for research and development, intellectual property, and patents.
- **Nike's Dominance in Footwear Patents**
Nike, the unrivaled leader in the footwear industry, holds a staggering number of patents. In a 2016 article on investors.com, it was revealed that [Nike had accumulated more patents than even esteemed defense contractors like Lockheed, pharmaceutical companies developing cancer-fighting drugs like Pfizer](#), and automotive giants pioneering self-driving cars like Ford. At that time, Nike possessed over twice the number of patents held by its competitors combined. Adidas, with approximately 2,400 patents, and Under Armour, with 104 issued patents, paled in comparison to Nike's patent portfolio.
- **The Rise of Reebok: Overtaking Nike through Advanced Technology**
[Reebok once used advanced technology products to overtake Nike as the number one athletics brand](#). In the mid-'80s, and in 1989 Reebok was still making more than the sportswear giant annually, with \$1.82 billion in sales compared to Nike's \$1.71 billion. It was a wild success story that saw Reebok's sales spike from \$12.8 million in 1983 to \$310 million in 1985, and well over one billion in 1987 and thereafter.
- **Game-Changing Footwear Technologies: Enduring Success for Nike, Reebok, and Adidas**
These three visible technologies—the Air Cushion, Pump System, and Predator—have had a profound and enduring impact on the fortunes of Nike, Reebok, and Adidas. Spanning from the 1970s to the present day, these innovations have remained at the forefront of their respective brands' product offerings, captivating athletes and consumers globally. These technologies not only revolutionised the way athletic footwear is designed but also exemplified the power of innovation and technology in shaping the success of these industry giants. Today, the Air Cushion, Pump System, and Predator Ridged Edge System continue to be top-selling products, testaments to their timeless appeal and enduring legacy in the world of sports footwear.

- **Franklin Rudy's Air Cushion Invention: Transforming Nike's Fortune**

In the 1970s, Franklin Rudy's groundbreaking air cushion invention revolutionized Nike's fortunes, propelling the brand to new heights in the athletic footwear market. Rudy's innovative technology involved incorporating pressurised air bags into the midsoles of sneakers, delivering exceptional cushioning, shock absorption, and support. Recognizing the game-changing potential of this invention, Nike partnered with Rudy and seamlessly integrated the air cushion technology into their footwear. The introduction of Nike Air technology transformed the industry, captivating athletes and consumers with its unparalleled comfort and performance. This pioneering innovation played a pivotal role in establishing Nike as a leader in the sports footwear market and remains a cornerstone of their product offerings to this day.

- **The Reebok Pump System: Reebok Reaches New Heights**

Reebok experienced its own remarkable transformation in the late 1980s with the introduction of the Pump System. Developed by industrial design student Paul Litchfield, the Pump System featured an inflatable chamber in the tongue of the shoe, enabling wearers to customise the fit and support by manually pumping air into the chamber. This revolutionary technology not only provided a personalised and secure fit but also enhanced performance and comfort. The Reebok Pump quickly gained popularity, becoming a cultural phenomenon and propelling Reebok to the forefront of athletic footwear innovation. The success of the Pump System revolutionised Reebok's fortunes, driving sales and solidifying the brand's position as a formidable competitor in the industry.

- **Adidas Predator Football Boot: Adidas Strikes Gold**

In the 1990s, Adidas faced fierce competition in the football (soccer) market. However, they staged an extraordinary comeback with the introduction of the Adidas Predator football boot. Designed by former professional footballer Craig Johnston, the Predator featured innovative rubber ridges on the upper, known as "predator elements," which offered exceptional ball control and increased striking power. This groundbreaking technology revolutionised football boot design, captivating players and fans worldwide. The Predator's success not only saved Adidas from trailing behind its competitors but also established the brand as a leader in football footwear innovation. Today, the Predator remains an iconic and highly sought-after product line for Adidas.