

## **Custom Sneakers for Horses Coming to Lexington, Kentucky**

*'Horse Kicks' turns hyped human sneakers into fashionable footwear for equine athletes*

LEXINGTON, Kentucky – A Lexington, Kentucky artist is creating the world's first customized sneakers for horses.

Horse Kicks is a sneaker customization service that turns rare, collectors' item human sneakers into premium "horseshoes" for the world's greatest equine athletes.

Launching this fall with a pop-up presence in the heart of downtown, Horse Kicks caters to the 450 horse farms and billion-dollar Thoroughbred industry surrounding Lexington, The Horse Capital of the World.

"If LeBron James can have his own custom sneakers, why shouldn't American Pharoah?" said Mary Quinn Ramer, President of VisitLEX. "Horse Kicks is coming to Lexington to serve all the prized horses who call this special place home and we couldn't be more excited."

Horse Kicks is a partnership between VisitLEX and Lexington-based shoe and cleat artist Marcus Floyd, who studied the art of shoe "decon/recon" at The Shoe Surgeon's SRGN Academy In Los Angeles. Floyd's business Infinite Kustomz LLC specializes in creating customized and hand-painted sneakers and cleats.

"It was a unique challenge for sure," said Marcus. "As far as I know, I'm the only one in Kentucky doing cut and sew reconstruction of sneakers, and definitely the only one in the world doing it for horses."

To create Horse Kicks, Marcus creates custom 1 to 1 orders in classic colorways, built on top of a common protective boot made specifically for horses, and finished with his own equine-esque logo.

Word has already gotten out amongst the surrounding Thoroughbred horse farms.

"We treat these horses like the superstar athletes that they are," said Hallie Hardy, Executive Director of Horse Country Tours. "They should look the part!"

The first horse to don a Horse Kicks sneaker is named Bear from Millenium Farm. Bear became the "poster-horse" for Horse Kicks by starring in the brand's photography and teaser video.

The debut line of Horse Kicks will be on display in downtown Lexington on the corner of Main and Broadway during this year's [Breeders' Cup Festival](#), November 4-5.

“We brought this idea to life because it creates a fun, completely original experience that can only happen in the Horse Capital of the World, home of the 2022 Breeders’ Cup. We also love that it spotlights Lexington’s creative culture and one of our most talented artists in Marcus. Plus, if we can do some good along the way, everyone wins,” said Mary Quinn Ramer.

Consisting of three one-of-a-kind designs, this collection will be donated and auctioned off during the [Sneaker Ball Lex](#) event in Lexington on Saturday, November 12th, which gives back to local minority organizations.

Marcus is also now accepting custom order inquiries at [HORSEKICKSLEX.COM](https://HORSEKICKSLEX.COM) and has pledged to donate 10% of all Horse Kicks proceeds to the Sneaker Ball Lex, where he serves as a board member.

The debut collection, including a [TEASER VIDEO](#), is available for viewing [HERE](#).

For more information, please contact [info@horsekickslex.com](mailto:info@horsekickslex.com).

Horse Kicks is not affiliated with Nike, New Balance or Adidas. These items are a one to one custom product.

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