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SNEAKERQUEEN



BIOGRAPHY

Julia Schoierer, a.k.a. Sneakerqueen, is a photographer, artist, blogger and sneaker aficionado from Berlin, Germany. A graduate in Communications Design with a focus on photography, she earned her nickname thanks to her ever-expanding collection of hip-hop-inspired sneakers and über impressive knowledge of sneaker culture and history.

Born and raised in Berlin, Sneakerqueen has also spent a lot of time in Budapest (she is part Hungarian), New York and London over the years, and is heavily influenced by the four cities. Fascinated with classic hip-hop style, she collects everything from sneakers to Cazal sunglasses, Double Goose jackets and old boom boxes. She always matches her clothes according to her sneakers and never leaves the house without a pair (or her Sneakerqueen custom ring!)

She recently organized a sneaker exhibition in Barcelona with a group of friends, a collection crew called Turnschuhzähler, showcasing their favourite sneakers over history. But while sneakers are a passion, she is a photographer at heart. "I can't imagine my life without it. It's like my memory," she says.

Sneakerqueen started taking pictures in her early twenties to keep a visual diary of her life and the people she's met over the years. She fell in love with portrait photography, shooting Berlin's best graffiti artists and capturing families, including her own, in their most intimate moments.

From street art and photography to style and design, Sneakerqueen gives her all in every facet of her life — “Whatever I do, I do it pretty excessively and passionately. It's either all or nothing for me.” Check out what she's up to on her blogs: <http://sneakerqueen.de>; <http://evewithoutadam.net/sneakerqueen/>.