Old-School Kicks

Reebok gives Keith Haring’s artwork new soul.

March 20, 2013 By Trent Straube

Both the Reebok Classic sneakers and graffiti artist Keith Haring burst onto the scene in the early ’80s. Sadly, Haring died of AIDS-related illness in 1990, but not before creating a wealth of joyous imagery, along with a nonprofit foundation that in 2013 continues to fight the epidemic. A colorful new collaboration—the Reebok x Haring collection—ties together art and fashion from back in the day. No proceeds from sales go to the Keith Haring Foundation, but as Reebok points out, the new line keeps the artist’s visual legacy alive for another generation. True, but cash money or a shout-out to the cause would make this offspring a truly radiant baby.

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