

## Snoop's 'Doggy Biscuitz

Written by Robert ID710

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Pony International, the world's leading modern fashion performance brand, announced its partnership with rap / hip-hop and pop cultural icon Snoop Dogg for the development and production of the Snoop Dogg Doggy Biscuitz footwear collection. The Doggy Biscuitz line is a creative fusion of Snoop's signature west coast style with classic Pony design. The Doggy Biscuitz name was conceived by Snoop himself as "biscuits" are what he calls his shoes!

Snoop met with the Pony design team to explore his fashion inspiration and vision for the line. The result is footwear that is very reflective of Snoop Dogg's lifestyle with shoes to match all aspects of his diverse talent and interests. Snoop oversees and approves all designs and final product. The Doggy Biscuitz line consists of: The Snoopadoopa -- for active life and everyday wear, Snoopafly -- athletic/basketball inspired (Snoop is an avid basketball player/fan & football coach), Snoopalicious -- casual shoe for "business meetings and dressier occasions," and finally the outrageous Snoopaslide -- the bandana print slipper for kickin' it in the crib and

lounging around the house! All shoe boxes for the line feature a perforated Snoop silhouette that can be popped out and used as a customized stencil and the sock liner, out-sole and tissue paper boast bandana art. The entire product collection is synonymous with Snoop's famed Long Beach, California street culture.

Consistent with the plan of black being the first released color way of each shoe, a limited run (5000 pairs worldwide) of the all black canvas Snoopadoopa, the Doggy Biscuit's signature shoe was released in December 2004. Additional colors in the line include navy, red, Carolina blue, white, brown, and black. Jay Leno was lucky enough to score a pair of the special edition Snoopadoopas when Snoop appeared on the show and presented the late night television king with a custom personalized pair.

The complete Doggy Biscuitz collection will hit retailers worldwide in March 2005

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