

踩在啤酒上走路是什么感觉？据说很特

**别.....Walk on beer with these limited-edition sneakers
with beer-filled soles**

近日荷兰喜力啤酒公司联手著名运动鞋设计师推出了一款鞋底装有真啤酒的运动鞋，据称鞋底内的液体流动能让你在行走过程中体会到一种啤酒般丝滑的独特感觉。



Credit: Heineken

Dutch beer company Heineken recently teamed up with sneaker designer and customizer Dominic Ciambone, aka The Shoe Surgeon, to create a special sneaker with beer-filled soles.

荷兰喜力啤酒公司近日和号称“鞋子外科医生”的运动鞋定制设计师多米尼克·西姆伯恩联手打造了一款鞋底装有啤酒的特殊运动鞋。

To celebrate the launch of Heineken' s newest product, Heineken Silver, the Dutch brewer commissioned The Shoe Surgeon to create a sneaker that embodied the identity of their smooth, easy-to-drink new beer, and he delivered. The so-called “Heinekicks” feature the company' s iconic color scheme – green, white and red – as well as the Heineken logo, and handy bottle openers built into the tongues. But what really sets them apart from any other sneakers is the liquid floating in their transparent soles – actual Heineken Silver beer.

为了庆祝喜力新产品“喜力星银”的上市，喜力公司委托“鞋子外科医生”设计出一款能体现新啤酒口感丝滑顺畅特点的运动鞋，于是这款鞋便诞生了。这款名为 Heinekicks 的运动鞋带有喜力的标志性绿白红色彩组合和喜力商标，鞋舌上还挂着一个“便携开瓶器”。但是这款运动鞋和其他运动鞋的最大不同在于，这款鞋的透明鞋底中装有流动的液体，而这些液体正是喜力星银啤酒。



Credit: Heineken

Using a specialized surgical injection method, Dominic Ciambone created the first ever pair of sneakers that allow the wearer to walk on beer. And, apparently, it's not just about the look, as the soles also provide a smooth and comfortable walking experience inspired by Heineken Silver. The fluid shifting inside the sole as you walk is said to provide a unique feeling.

多米尼克·西姆伯恩用一种专业的外科注射法制造出有史以来第一款能让人在啤酒上行走的运动鞋。显然，这种设计不只是为了吸睛，而且还能提供灵感源自喜力星银啤酒的平稳舒适的行走体验。据称，鞋底内的液体流动能让你在行走过程中体会到一种独特的触感。

"Partnering with Heineken for their new beer was a fun challenge," Ciambone said. "We both share a passion for innovation and pushing boundaries and created a design to reflect that. The shoe not only embodies the energy of Heineken Silver, but literally carries it. I can't say I've ever designed a sneaker that contains actual beer before."

西姆伯恩说：“和喜力合作设计新啤酒相关产品是一个有趣的挑战。我们对创新和突破界限有着共同的热情，在我们的设计中也能反映出这一点。这款鞋不仅体现出喜力星银啤酒的能量，而且还名副其实地承载了它。我得承认自己还从未设计过一款含有真啤酒的运动鞋。”



Credit: Heineken

Unfortunately, unless you live in Singapore, the chances of getting your hands on one of the only 32 pairs of Heinekicks that will ever hit the market are slim to none. The kicks will only release in the small island nation, with the first seven pairs expected to land in Q4 2022. The price is yet to be announced.

可惜的是，除非你住在新加坡，否则你买到这款全球限量 32 双的 Heinekicks 运动鞋的概率几乎为零。这款鞋只在新加坡上市，首批的 7 双鞋预计将在 2022 年第四季度开售。价格还未公布。

These Heinekicks reminded us of another unique project we featured a while back, the MSCHF x INRI Jesus Shoes, 97 pairs of limited edition Nike sneakers featuring transparent soles filled with holy water from the Jordan River.

Heinekicks 运动鞋让人想起之前耐克推出的全球限量 97 双的 MSCHF x INRI 耶稣圣水鞋，这款独特运动鞋的透明鞋底内装有来自约旦河的圣水。