

Skate - Listen - Create

Brand promotes skateboarding as a creative & physical outlet, alongside helping to change attitudes towards the preservation of the planet.

iOOT! - Discover a new collaborative platform for skateboarders, musicians and artists

Wolverhampton, England - iOOT! Skateboarding, skating's new music, art and culture driven brand, has just launched their line of decks, ethically sourced skate apparel and accessories to the European market.

Created by UK artist and designer Jim Sheehan, iOOT! is a skate brand that provides quality, sustainable and ethical goods to a conscientious public. By building a team of creatives iOOT! are now expanding their unique range of skateboards, wheels, clothing and accessories to the world at large.

Sheehan says he wants to create a platform for skateboarders, musicians and artists to collaborate on projects. "We have dedicated profile pages on the website for skateboarders, artists, DJs & producers and want to share their online presence with the world," says Sheehan. "The goal is to bring everyone together on a platform where ideas are exchanged and creative products are launched."

iOOT! celebrates the creative cultures running through Sheehan's DNA by producing premium quality products without compromising the planet. Clothing collections feature ethically manufactured organic cotton recycled poly blend hoodies and sweats. The organic t shirts are screen printed with water based inks and feature guest designers as well as artist collaborations.

"The brand is committed to reducing waste, reducing plastic use - especially single use plastics - and promoting recycling," says Sheehan. "I'm passionate about sustainability. I've combined this with what makes me happy, skateboarding, art/design and music."

The first limited edition decks feature three graphics by Sheehan and Bristol's own Tim V and will be available in two deck sizes ranging from 8" to 8.5".

Raised in the West Midlands of England Sheehan picked up his first skateboard at age 6 and began skating the streets of Wolverhampton and any local ramp he could find. He entered relationships with surfing, snowboarding and wake boarding, but always returned to his roots on the pavement.

###

About iOOT!

iOOT! harnesses the thriving skate/art/music scene found in the streets of the UK. The brand is committed to providing creative platforms for DJs, artists, skaters, designers and those who lead a energetic skate-fueled existence. The brainchild of artist Jim Sheehan, the brand was born in the West Midlands of England. iOOT! is committed to promoting a sustainable way of life and reducing waste as well as promoting recycling. iOOT! stands by this commitment by producing all clothing in organic blends and printing with water-based inks. Their expanding team of global creatives design and promote the brand's growing range of skateboards, wheels, clothing and accessories. Owner Jim Sheehan studied fine art at University during which time he founded and designed a drum n bass brand called Stealth dnb. Promoting and running monthly events and creating a unique interior design for each event. Graduating from university after a dissertation on skateboarding as a creative art form, Sheehan has worked as a commercial artist for years.

www.iOOT!webaddressgoeshere.com

