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# BUILT BY SKATEBOARDING

NEW JAMESON HT - INSPIRED BY RYAN LAY  
AVAILABLE SPRING 17

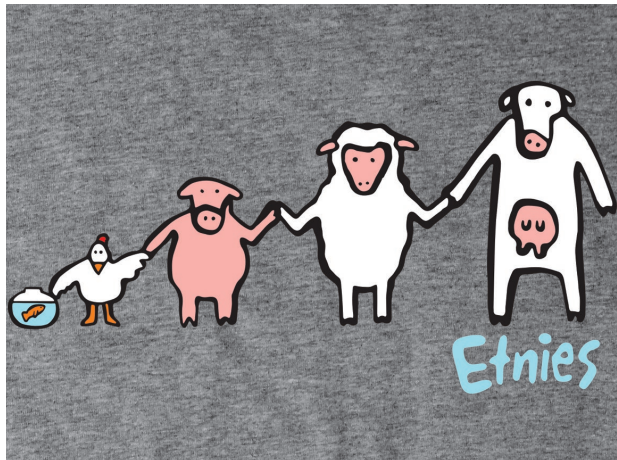


## JAMESON HT - INSPIRED BY RYAN LAY

Built by Skateboarding is the embodiment of every product created in the Jameson and Marana Bloodlines. Ryan Lay is long standard Vegan and we wanted to help him continue that lifestyle choice and allow him to skate at the highest levels in our footwear.

Through utilising the NEW STI Hidden PU Toe Cap as Launched in the Jameson XT earlier this year, in conjunction with the proven Jameson SL outsole the performance of this product matches all others in the Jameson Bloodline. But with one major exception of not utilising Suede as the standard upper material, instead utilising Vegan Friendly materials such as canvas and Synthetic suede. The PU hidden toe cap gives strength and durability to a material that normally cannot withstand the abuses of skateboarding to the level expected from suede.

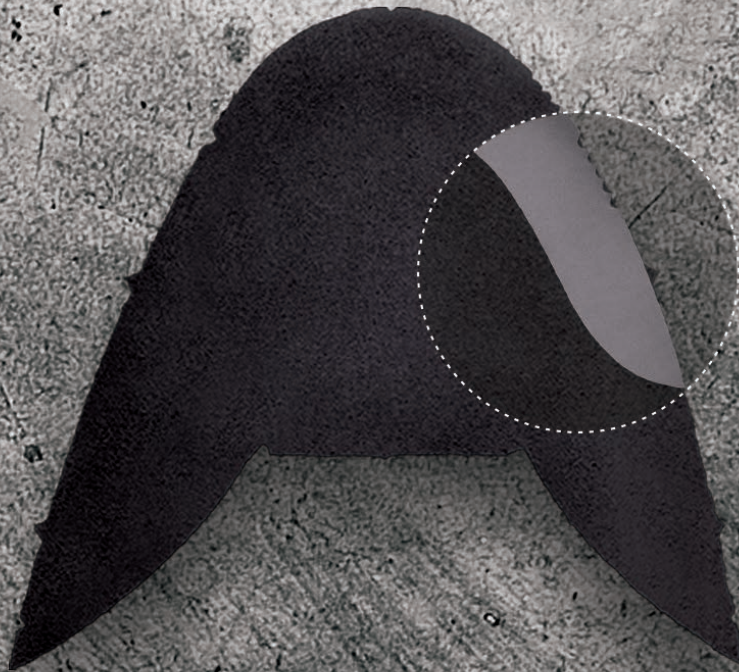
Etnies proudly presents the Jameson HT - Inspired and Built for Ryan Lay - a real Vegan Skate Shoe.



# INNOVATION NEVER SLEEPS

FORMULATED WITH ONLY SKATEBOARDING IN MIND, ALL ETNIES TECHNOLOGY WAS DEVELOPED IN THE STI LAB TO PUT ADVANCED FOOTWEAR TECHNOLOGY IN THE HANDS OF SKATEBOARDERS.

AS A RESULT, WE HAVE PERFECTED STI EVOLUTION® FOAM TECHNOLOGY AND A RANGE OF TOE CAPS FOR DIFFERENT APPLICATIONS OF USE.



## JAMESON HT

### VEGAN

HIDDEN TOE CAP BENEATH CANVAS VAMP.  
ALL UPPERS ARE VEGAN FRIENDLY CANVAS  
OR SYNTHETIC SUEDE.

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# BUILT BY SKATEBOARDING

INTRODUCING THE VEGAN JAMESON HT

INSPIRED BY RYAN LAY



JAMESON HT - 4101000468



979 - BLACK/WHITE/GUM  
RYAN LAY



024 - GEY/BLACK/SILVER  
RYAN LAY

FLOWER SHOT - 4130003447



001 - BLACK

STAND UP TRIBLEND - 4130003448



001 - BLACK

CLEAR SHOT HAT - 4140001290



587 - BLACK/BLUE

CLEAR SHOT BEANIE - 4140001291



001 - BLACK

FLOWER SHOT LS - 4130003449



020 - GREY (MINERAL WASH)

FLOWER SHOT ZIP - 4130003450

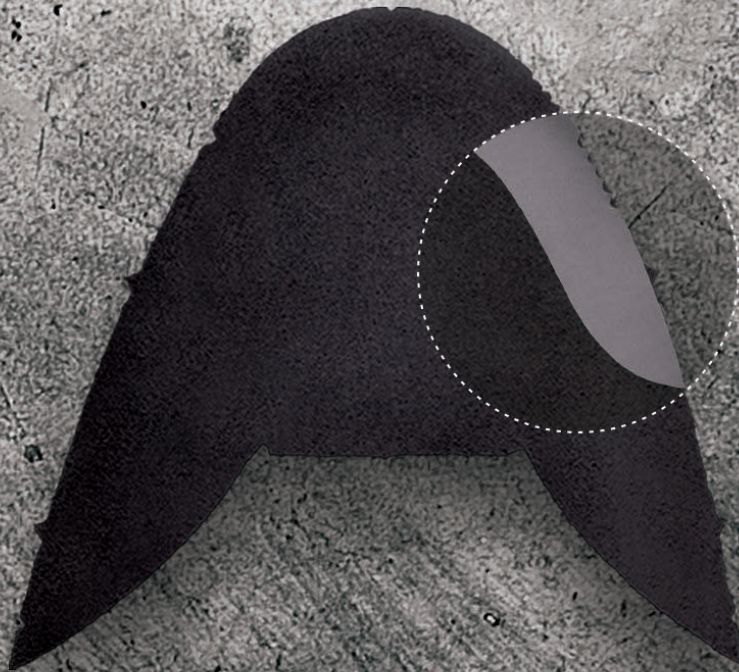


063 - DK DARK GREY/GREY

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