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USA: LA Gear is Back

LA Gear , the [sneaker](#) brand synonymous with Karl Malone, Wayne Gretzky, Joe Montana, Paula Abdul - the list continues - has made a comeback again. The same sneaker brand that can also be thanked (or cursed) for introducing the LED light technology (1992), in sneaker heels - which is still mimicked by dozens of other sneaker manufacturers to this day.

This isn't the first time the brand has tried to reemerge after fading away in the mid nineties. LA Gear first tried to "catapult" back into the market in 2004 with a reissue of their top sneaker, the Catapult. The reintroduction was dicey so, in 2005, they attempted a new line of sneakers for men and women. That didn't really pan out since these new sneakers didn't go back to the old school roots which made the original brand famous. So here we are, a few years later, with the brand back to try again.

The line of mens and womens sneakers has a true old school feel to them. As should be since the designs were taken from original models. There are bright colorways mixed in with quality materials.

Not every single sneaker is appealing in the new LA Gear line but many of the sneakers are above decent and it doesn't hurt to look. Seems distribution is a little light at the moment but you can find some of the new LA Gear sneakers at Sportie LA.

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