

SNEAKERHEADS ANONYMOUS

"Every addiction starts with the first pair."

LOGLINE

When a sneaker-obsessed teen drains his college fund to buy rare Yeezys, he fakes a support group to cover his tracks, only to accidentally lead a real movement. As hype builds and lies spiral, he has to choose between the hustle and actually helping others.

PROJECT SNAPSHOT

- FORMAT:** Feature Film (90-100 min)
- GENRE:** Teen Hustle Comedy / Coming-of-Age
- SETTING:** Present-day Atlanta, Gen Z resale & hype scene
- TOPE:** Dope x Booksmart x Euphoria x The Afterparty
- TARGET:** Gen Z + Millennial (14-30), sneakerheads, YA fans

CONCEPT HOOK

Sneakerheads Anonymous is a high-concept teen comedy rooted in real resale culture, digital hustle, and emotional authenticity. It follows Jayden Carter, a sneaker-addicted teen who creates a fake recovery group, only to find himself leading a community he never saw coming. Think Dope meets Euphoria, with resale apps, fake therapists, clout-chasing chaos, and a redemption arc in retro Jordans.

CHARACTER VIBES / CASTING LOOK

JAYDEN "J-KICKS" CARTER

Caleb McLaughlin

Charismatic teen hustler with a closet full of secrets

SHAY

Marsai Martin

Logistics queen and realest friend you'll ever have

BREE

Coco Jones

Sneaker influencer with a heart behind the hashtags

BIG TONY

RJ Cyler

Resale rival with clout and chaos energy

WHY IT SELLS

- ✓ Sneaker resale = \$10B+ global market
- ✓ Diverse, marketable ensemble
- ✓ Laugh-out-loud funny with emotional payoff
- ✓ Built-in TikTok & Gen Z appeal
- ✓ Franchise, merch, and social extension potential