



## The New Balance NB1 Custom Site Just Added The Cone Denim Option

By *JuanofaKind* - Apr 6, 2016



If you haven't taken advantage of New Balance's NB1 custom platform, you're missing out. The NB1 platform is already considered one of the best custom sneaker platforms available and it just got a tad better. The new upgrade on the platform now gives you the option to design your sneakers using Cone Denim. Although Cone Denim is a new option on NB1, it's no stranger to New Balance as several models have used this denim material in

the past. To start off, [New Balance](#) is giving us the option to use Cone Denim on the New Balance 574 and the New Balance 998. As of right now, it is being said that the use of denim on the shoe is currently limited when it comes to where and how you can use it. It is also worth mentioning that the New Balance 574 is the model that allows you to use the material more freely, such as on the toebox, tongue and collar. Want to create a pair? Try the new options now [here](#).

## Fun With NB1: Creating A New Balance 998 And 574 NB1 With Cone Denim

By *Juan Martinez* - Apr 18, 2016

Last week, [New Balance introduced Cone Denim material to the 998, 990 and 574 NB1](#), the brand's customization program that allows sneakerheads to [create their own unique colorways of the silhouettes](#). The base underlay of the 998 can either have washed or dark indigo while the 574 extends to the tongue, giving the shoe a lived-in feel, like a great pair of jeans.

While it doesn't allow you to do an all-everything denim sneaker, the limitations – especially on the 998 – force you to get creative with the shoe, which is pretty damn easy. I don't know who are the genius minds who put together the NB1 options, but they make it very hard to mess up either the 998 and 574. The results often look like collabs that brands work together for years on, but thanks to this new option, now you have the power to make it happen all with a few mouse clicks. Here are some of the sample we came up with for everybody to check out in this edition of Fun With NIKEi, uh... NB1.

