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Steve Zissou's cool shoes prove tough to fill

By Susan Wloszczyna, USA TODAY

The Life Aquatic With Steve Zissou, which stars Bill Murray as a dissolute deep-sea explorer searching for a jaguar shark, may be slowly sinking on the box-office charts.



It's got to be the Zissous: Bill Murray measures Cate Blanchett's foot for a pair of specialized Adidas in *The Life Aquatic*.

Touchstone Pictures

But an avid coterie of filmgoers are on a quest for the footwear equivalent of Zissou's elusive prey: the nifty Adidas-brand blue-and-aqua-striped training shoes sported by the oceanographer's team.

Shortly after the movie opened last month, online bloggers began extolling the style virtues of the modified version of the retro Rom design, with fat canary-hued shoelaces and "Zissou" printed on the side.

Josh Rubin, 30, a New York-based software designer who blogs about eye-catching products on his site Cool Hunting (joshrubin.com), was quite taken with the unique sneak. "I liked the color combination — or 'colorway,' as it is called in sneaker design," he says.

It isn't unexpected that a film directed by Wes Anderson would make waves among the aesthetically astute. The creator of such cult faves as *Bottle Rocket* and *Rushmore* exhibits an almost fetishistic concern over the wardrobes of his film characters. As he told *The New York Times* recently: "I have found that a sense of

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originality in style usually signals something interesting. Which is one of the reasons why I go to movies."

But just like *The Life Aquatic's* spotted shark, the Zissou shoe doesn't exist in the real world. But that hasn't stopped the Web set from launching a petition with nearly 600 names and e-mailing consumer.relations@adidasus.com.

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Adidas is fully aware that potential buyers are fishing around for their very own Zissous. But it's unlikely that the company will produce such a limited edition of its Rom design, introduced in 1959.

"I would be surprised if it happened," says Adidas spokesman Matt Martell.

Anderson has made an Adidas fashion statement before. In 2001, *The Royal Tenenbaums* caused a run on the red track suit donned by Ben Stiller.




"Wes Anderson likes our products, and we are fans of his films," Martell says. No money is exchanged for such exposure, though the company gets to approve of any customizing.

For the desperate, the blog h-list.com has a guide to converting navy-striped Rom Classics with light blue paint and yellow laces, though a check of shoe-seller sites suggests finding the light-colored soles used in the film might prove difficult.

Adidas won't mind if you Zissou-ize. "When anyone is that excited about Adidas," Martell says, "it's difficult to complain."

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