

For Immediate Release

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Photo Courtesy of Jacob Frederick ('12)

UMBC Students Find Success in Sneakers

Several days ago, UMBC student, Martin Figueroa-Ramirez ('11) made headlines in the sneaker world. Figueroa-Ramirez, Founder/Lead Artist of RÕM ("roam"), a company dedicated to creating works of art on sneakers, released their first limited edition design the Samurai I. Within hours, the mega-blog *Sneaker News* had already posted about the pair sneakers, comparing Figueroa-Ramirez with industry giants SBTG and NASHMONEY. Almost immediately following this, RÕM began receiving emails and Facebook notifications from numbers of people-- and the emails have not stopped since.

The RÕM team, made up entirely of UMBC students, demonstrates skills in entrepreneurship and creativity that are only strengthened within the UMBC community, supporting why the university was selected as the Top Up-and-Coming National University two years in a row.

With the number of orders increasing, RÕM expects to sell out of the Samurai I's soon, but that does not translate into a break for rest. Along with preparing for his graduation this May, Figueroa-Ramirez tell us that RÕM 's second design of limited edition sneakers is already in the works and that the company has several custom "One of One" sneaker projects lined up.

When asked about his company's beginnings, Martin responded by saying, "I received an incredible amount of help from the UMBC Alex Brown Center and their staff really helped me lay the groundwork for the success we're experiencing now." Martin Figueroa-Ramirez and the rest of the RÕM team make up only one example of the numerous UMBC students who promise a bright legacy of UMBC alumni.

For more information on RÕM sneakers, contact them at romtheworld@gmail.com and "like" them at www.facebook.com/romtheworld.