

Doc 5b:

Lil Nas X's unofficial 'Satan' Nikes containing human blood sell out in under a minute

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Rapper and singer Lil Nas X launched a controversial pair of "[Satan Shoes](#)" featuring a bronze pentagram, an inverted cross and a drop of real human blood -- and they sold out almost immediately.



The black and red sneakers, part of a collaboration between Lil Nas X and New York-based art collective [MSCHF](#), were made using Nike Air Max 97s, though the [sportswear brand has distanced itself from the design](#). (...)

MSCHF confirmed via email March 29 that the limited-edition "drop" of 666 pairs sold out in less than a minute (though Lil Nas X will keep the first pair, MSCHF creative director Kevin Wiesner told CNN). They were priced at \$1,018 a pair, a reference to the Bible passage Luke 10:18 that reads: "I saw Satan fall like lightning from heaven." Each shoe's air bubble sole contains 60 cubic centimeters (2.03 fluid ounces) of red ink and "one drop" of human blood, according to MSCHF.

A MSCHF spokesperson said the blood had been provided by members of the art collective, adding: "We love to sacrifice for our art." (...)

The shoes sparked outrage online over the weekend, and attracted criticism from a number of high-profile political and religious figures. In response, Lil Nas X (whose real name is Montero Lamar Hill), posted a video to his official YouTube account titled "Lil Nas X Apologizes for Satan Shoe," which has now been viewed over 1.8 million times. But after a few seconds, the apparent apology cuts to a scene from his new music video, "Montero (Call Me By Your Name)," showing him dancing provocatively with a devil character. The rapper is then pictured snapping the devil's neck, before removing his horned crown and assuming it himself.

The collective Lil Nas X worked with on the "Satan Shoe," MSCHF, is known for its irreverent "drops," a series of tongue-in-cheek art projects unveiled once every two weeks. "We all knew that some people would take the satan element of this seriously...but I'm not sure we were entirely prepared for how much of a furor it would cause," Wiesner said. "Obviously from our perspective, it's just fun, right? There's a really rich wealth of symbol(ism) to work with, but some people have been very up in arms with it."

He referenced one YouTube reviewer -- Michael J. Mitchell of the account "A Sneaker Life" -- who first did an unboxing video, then posted a follow-up video called "[I threw the nike satan shoes away](#)." He did so, Wiesner said, "because his fans had reacted so poorly to the concept, which is extremely funny." In the 8-minute video, Mitchell announces he's getting rid of the sneakers before tossing them down the trash chute in his apartment building (he shows them in the box before they make their descent). "I'm throwing them away, bro, straight up. I'm not keeping this energy around me whatsoever," he said. "Everybody just relax, bro. I am a man of God."