

Local NYC artist John Shashaty launches a unique footwear Company with charity in mind

The same art that captivated NYC can now be a part of your trendy wardrobe & you may give to the community in the process!



New York City, Apr 4, 2019 (Issuewire.com) - John Shashaty is a New York born and raised abstract artist and fashion designer with a story to tell. For many years John spent the wee hours of the morning creating detailed stories through abstract art. His black & white drawings are extraordinary for their appearance and equally as captivating because of the stories they tell within them. To many observers, the artwork looks like geometric shapes on paper. Within these designs, however, John hides prominent symbols that create a story of positivity, love, emotion, current events, and other parts of our culture. These hidden stories have not been shared with many. In most cases, it's only the art collector who receives the work's narrative, which leaves the rest of us to search for ourselves.

John started to show his works in various NYC pop-up art exhibits and locations. These include; One Art Space, Art Apple NYC Launch, 1340 Art Gallery, 10011 Magazine, the NYC Subway, and various major office locations. The persona "Nocturnal Abstract 222" was born since the works focused on

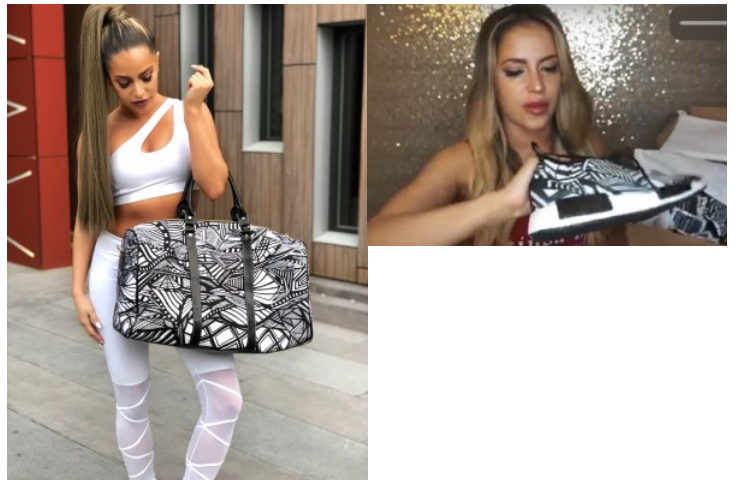
positive vibes and were created in the wee hours of the morning. In a short period, art lovers started to follow the Nocturnal Abstract in person and on social media.

Countless hours of conversation about the artworks occurred. Then an art-lover asked Shashaty to design a purse using the same method as the artwork. The result was a gorgeous, trendy purse that changed the vision for the Nocturnal Abstract. It became clear that Shashaty would use his artistic talents to create a footwear Company based on the Nocturnal Abstract artwork. The fun idea of having positive hidden abstract symbolism on canvas has transitioned to a trendy new local brand!

To maintain the positive vibe as he puts it, John has pledged to donate a portion of sales for certain collections to cancer-related charities in NYC. His current plan is to partner with various cancer hospitals and donate \$5-\$10 per sale of his pink bottom signature series heel to charity. He has already donated a small portion to the American Cancer Society and as he puts it “hopes to make an impact in this space”.

The Nocturnal Abstract brand is less than a year old, but the early traction that the company has received shows there is a prominent market for this concept and design. The online store has the 6th highest amount of traffic for all stores opened the same time period. As word spreads about the trendy designs, so do the sales and collaboration prospects for Nocturnal Abstract. This emerging brand has a lot of energy, charitable ideas, an amazing artist behind it and a lot of promise! John is excited about the future of Nocturnal Abstract saying *“I’m all about positivity and bringing my passion to beautiful trendy people’s wardrobe. Our future customers are as beautiful to me as any artistic masterpiece!”*

For more information on Nocturnal Abstract visit their website at: www.NocturnalAbstract.com or their Instagram account at: [Nocturnal_Abstract_222](https://www.instagram.com/Nocturnal_Abstract_222).



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See on IssueWire : <https://www.issuewire.com/local-nyc-artist-john-shashaty-launches-a-unique-footwear-company-with-charity-in-mind-1629917107354547>