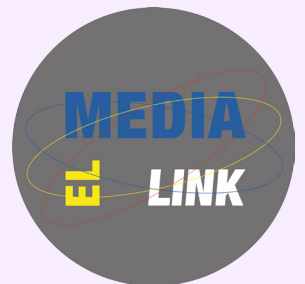


# QuickStory : 4

**nike**



*Michael Jordan and Spike Lee*



Why is Nike *Nike*?

How is sports the brand *DNA*? How did it shape fashion?

Background  
Nike momentums

*\*Contributor Claudia Massa*



**innovative technology**

**high quality products**

**joy and celebration of sports**

**maximum performance**

**self empowerment**

**locally and regionally involved**

**globally responsible**



**Core  
Associations**





Background

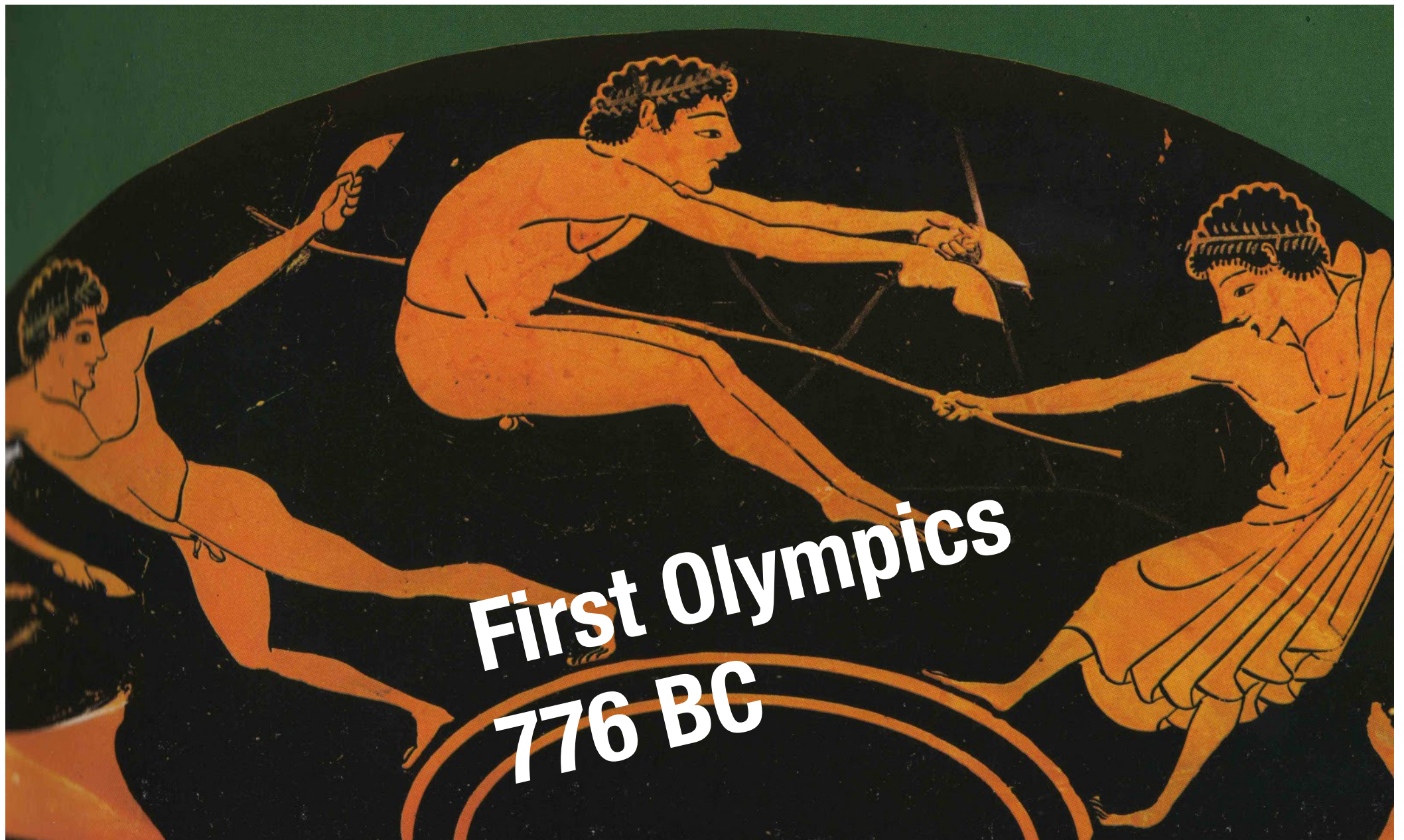


Momentums



*Cave paintings show presence of sports, mainly as survival need*



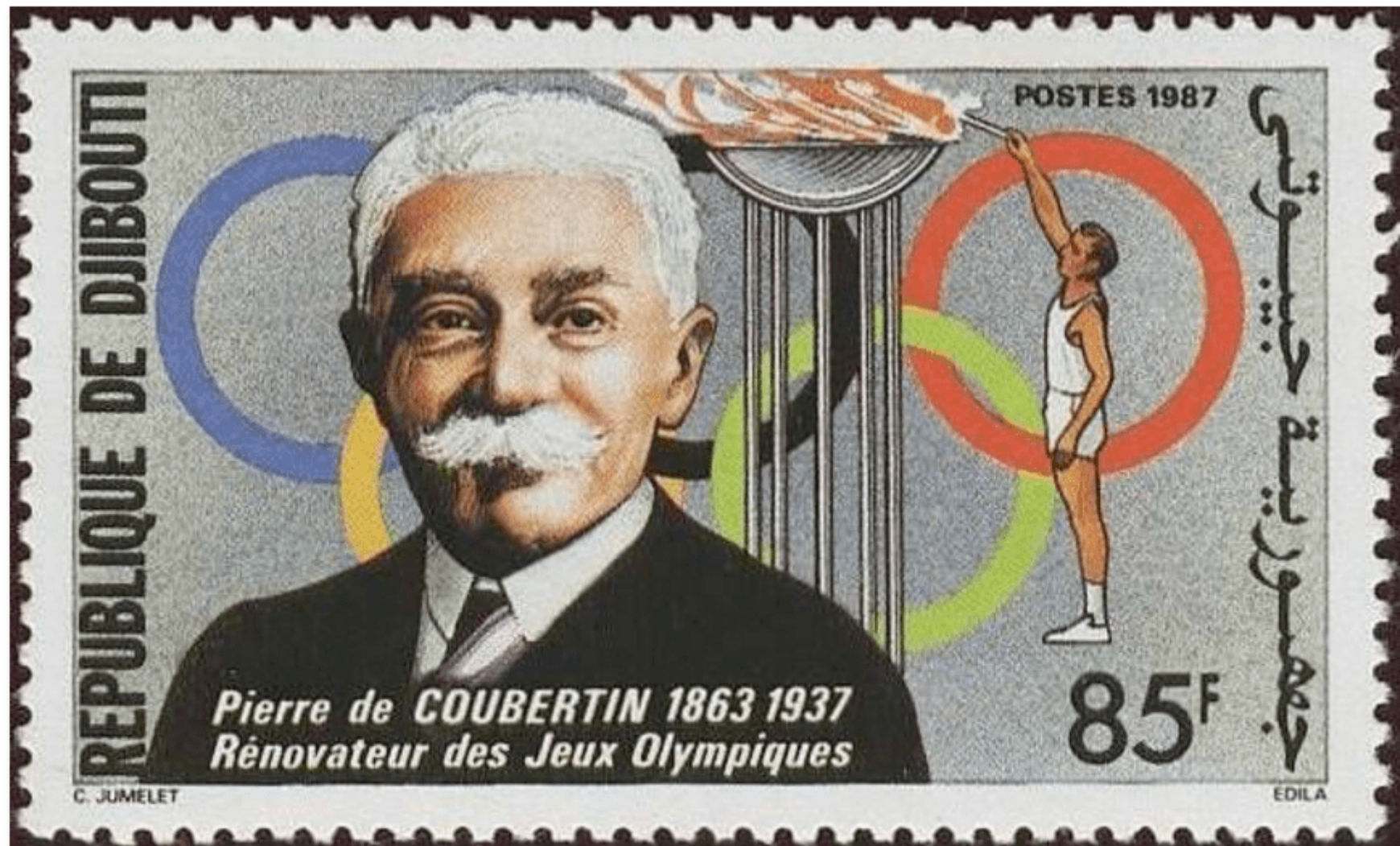


**First Olympics  
776 BC**

*Ancient greeks base of modern sport*



*Pierre de Coubertin proposes first modern Olympic Games in* **1896**





*As Olympics gained relevance, sport brands started to rise*



# 1964



*founded by Phil Knight as main Onitsuka Tiger's distributor in U.S.A*



*Blue Ribbon sports start also production  
of new running and track shoes and in the*

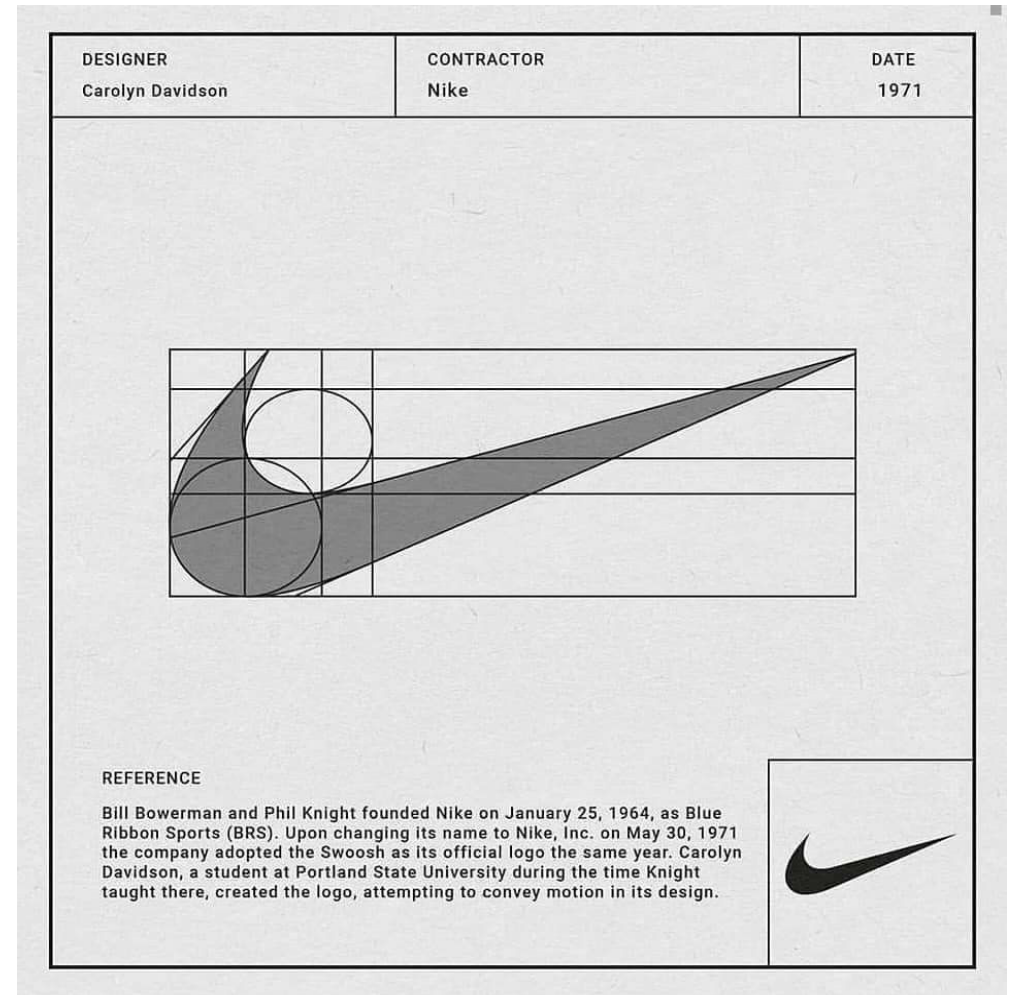
**1971**

**Phil Knight and Bill Bowerman**

*co found*



**Nike**



*Carolyn Davidson creates the swoosh*



*waffle technology created “by mistake” in  
the kitchen by Bill Bowerman. **1970***



**1972** *one of the most famous Nike shoes: the moon shoe (now sold for 437.500 \$)*







*Athlete endorsement: Steve Prefontaine first athlete*

Air technology **1977** in partnership  
with aeronautical engineer Frank Rudy.

First Air shoe - Nike Tailwind in **1987**



THE RUN, REDEFINED.

Technology has moved, and will create a path running to improved performance. A modern runner needs that technology gets paid off.

Introducing the Nike Air Max. A running shoe specifically designed to meet the requirements of those who, having experienced the cushioning benefits of Nike Air, got greedy and wanted more. Without sacrificing control.

The first step was to radically redefine the Nike Air cushioning system. That not only entailed increasing the overall size of the Airsole, but also of giving it shape, as well.

As for control, we've created a new take on the midsole, giving the Air Max a Contoured Footbed. It supports and cushions, while supporting the individual's.

Finally, we finished the Air Max off with a pair of 100% 100% "Whiff" outsole for added cushioning and durability. For handling the road feel of the shoe in the process.

When the results were in, the Air Max ranked as the best cushioned shoe in running history.

And a whole lot of that.

What's in it for you? You see what we've been saying all along. The harder you push, the better we run.

The graph plots 'Cushioning Performance' on the y-axis (0.0 to 1.0) against 'Time (minutes)' on the x-axis (0 to 120). Two lines are shown: 'Nike Air Max' and 'Competitor'. The Nike Air Max line starts at 1.0 and remains relatively flat, ending at approximately 0.8 at 120 minutes. The Competitor line starts at 1.0 and drops sharply to approximately 0.4 by 60 minutes, then continues to decline more slowly to approximately 0.2 at 120 minutes.

**NIKE**  
AIR



### THE AURA OF AIR

Put yourself on pavement.  
Hard miles alone.  
After a pounding hour.

If you feel satisfaction and hurt, you are a runner.  
And you've heard about the most revolutionary shoe  
we have ever made.

The shoe with air—captured in the permanently  
inflated midsole channels you see here. The shoe shown  
to have unequalled cushioning in state-of-the-art testing.

But laboratory tests and technical specifications  
don't make this shoe.

The ride does. There's something happening  
there.

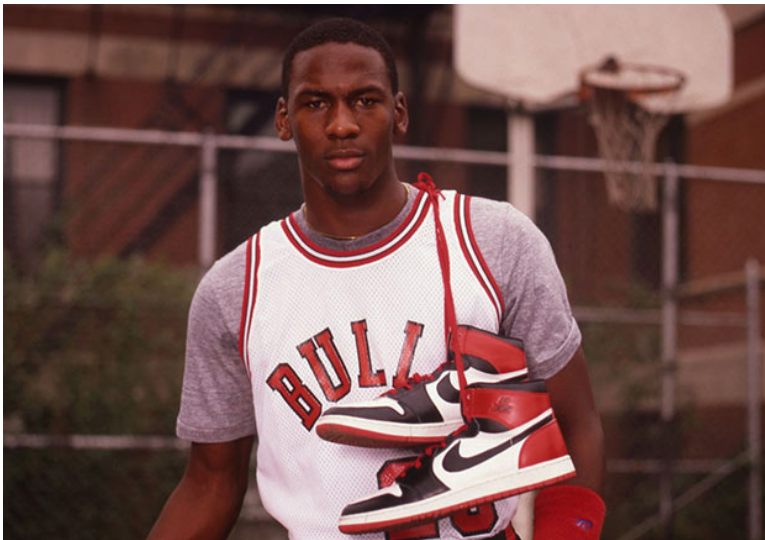
You'll feel it. Your body in rhythm with the road.  
The Nike Tailwind.

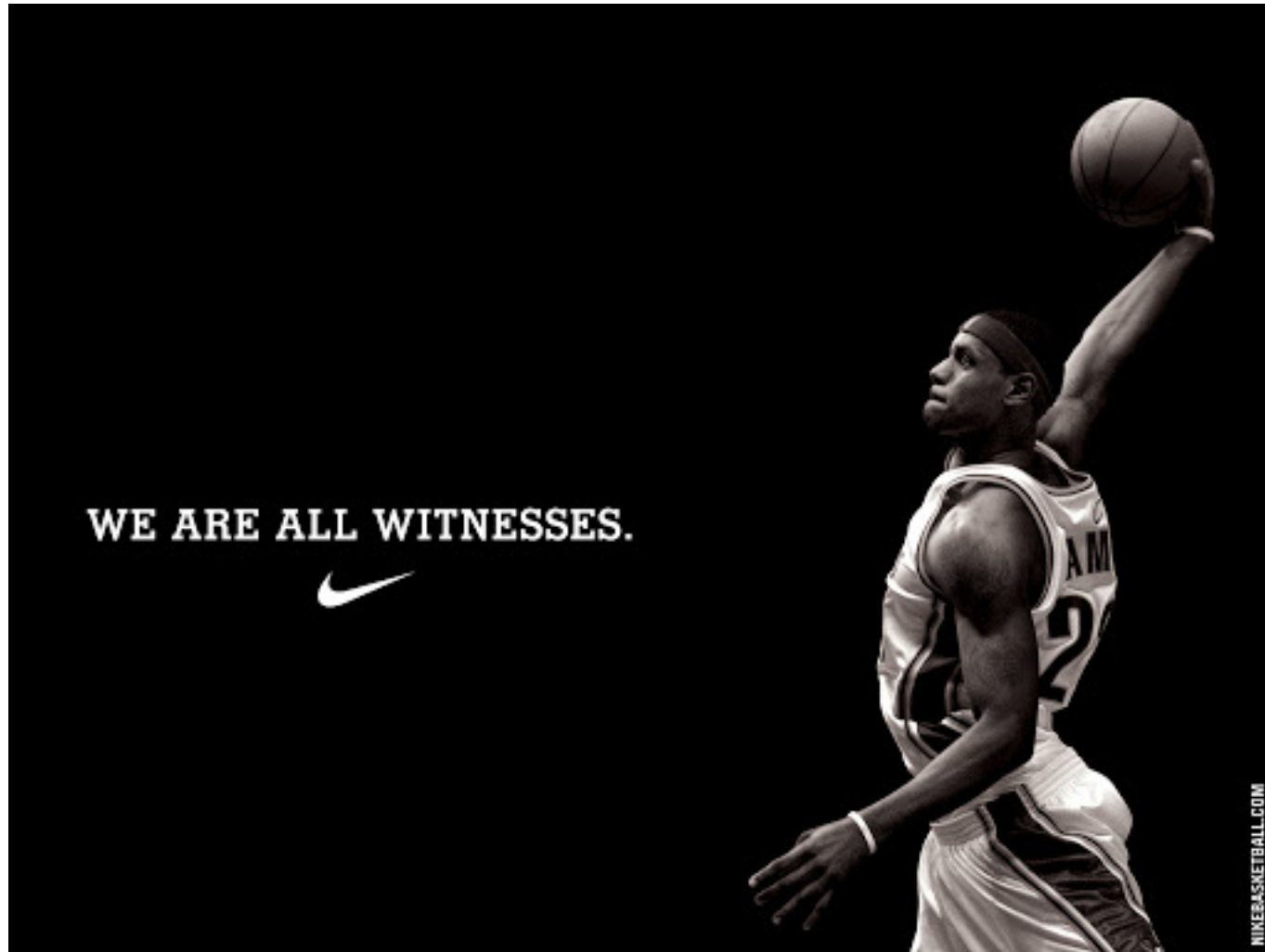






Michel Jordan (**1984** his Nike shoe Air Ship was banned from nba)





*Lebron James as main  
contemporary athlete*



*Collaborations: First ones already in  
early 2000. Comme des garçons  
1999 Nike zoom heaven / nike kukini  
2000*



*the 10th  
by Virgil  
Abloh*



*next steps on sustainability: space hippie. Made out of trash. Upcycling business model —> Nike Grind*





*house of innovation as the highest expression of Nike retail.*



*New hyper local approach in Long Beach and  
Shibuya 2019 stores.*







**Nike vs Adidas - *Business Wars***



**The Fenom Effect -  
*Nike***

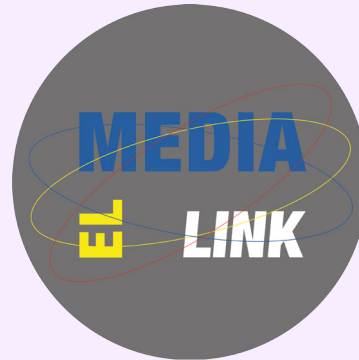


**Shoe Dog -  
*Warren Bufett***

**Watchings/ Listenings/ Readings**



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