

Air Max

A

Air in the '70s... Air in the '80s...

Former aerospace engineer Marion Franklin Rudy introduced the air big innovation to Phil Knight in 1977. The idea was placing tiny air bags in the soles of shoes to soften impact. After a prototype was created, the first shoe to incorporate Air cushioning was the 1978 Nike Tailwind

Legendary designer Tinker Hatfield designed and introduced the Air Max 1, as he stated, "people were looking for something different, not just in what Nike was doing, but all around the world."



Nike Blazer



B

This sneaker was originally worn by NBA star George “The Iceman” Gervin which exposed NBA fans to the Nike brand for the first time. The original shoe was made out of three main components, the upper portion of the shoe was made up of leather, the tongue was made up of nylon and the mid sole consisted of rubber just like most sneakers use today. At this point in time, other sneaker giants were also breaking into the NBA with their own basketball sneakers and basketball stars to market them such as Julius Erving with Converse and Walt Frazier with Puma, so Nike definitely had competition in this space. Nevertheless, Nike was well prepared to compete with the other industry giants and that could be attributed to the fact that the Nike Blazer possessed the best technology for basketball shoes at the time. The Nike Blazer is still available in the sneaker market in a low and mid-top.

Nike Cortez



C

NIKE CORTEZ - a dream becomes reality *June '73*

NEW Features for the 70's:
 "Anti-wear plug" at heel for miles of extra wear.
 Choice of 3 styles of uppers for optimal comfort and styling: buffed leather, nylon or suede.
 4-way stretch inner-soles for added comfort and blister protection.
 Extra-wide toe available for the runner with problem feet.

THE CORTEZ STORY:
 Originally designed in the mid-sixties by Bill Bowerman, the 1972 U.S. Olympic Coach, the "Cortez" was conceived as the supreme training shoe for the long distance runner. The Cortez combined a thick long-wearing outer sole with a full-length sponge mid-sole cushion to absorb road shock and reduce leg fatigue, simultaneously elevating the heel to reduce Achilles tendon strain. The Cortez was a new concept in distance training shoes. With the experience of the 60's as a base, Bill Bowerman and NIKE have evolved the Cortez into a line to meet the varying needs of all runners.

nike

Available from: The Athletic Dept.	1207 Jericho Turnpike New Hyde Park, L.I. New York 11060 (516) 486-1877	4733 S.E. Hawthorne Blvd. Portland, Oregon 97216 (503) 234-0342	855 Olive Street Eugene, Oregon 97401 (503) 343-8010	3114 Addison Street Berkeley, California 94704 (415) 843-7167	263 Bloomfield Avenue Montclair, New Jersey 07042 (201) 744-5400	1246 East 4th St. Long Beach, Ca. 90802 (213) 432-3336	13101 "A" Harbor Blvd. Garden Grove, Ca. 92704 (714) 636-3251	3522 North Rosemead Blvd. Pasadena, Ca. 91710 (213) 856-8880
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The Nike Cortez is the first track shoe released by Nike, in 1971[citation needed], and is therefore thought to be a significant aspect to the success of Nike, Inc. The Nike Cortez was first designed by Nike co-founder Bill Bowerman. Bowerman, an Olympic-class track coach, felt that athletes needed a comfortable and durable running shoe designed for distance training and road running. The Nike Cortez was released at the peak of the 1972 Olympics, which is why it gained rapid exponential interest by the general public.

Dunks



D

Released by Nike in 1985, the Dunk started life on the hardwood but was eventually (and organically) adopted by skateboarders. In March 2002, the Dunk was reengineered specifically for skate by Nike SB. Over the years, the colors and stories behind the various SB Dunks has made the silhouette a cult favorite — cherished by skateboarders and sneaker collectors alike.

Epic React



E

When Nike asked runners what they wanted out of their running shoes, they got very specific answers: They said they wanted better cushioning. They also said they wanted better energy return. And they needed their shoes to be lightweight, of course. Oh, and they had to last too. In a way, they wanted everything. The tricky thing is that these four qualities are incredibly difficult to deliver in one material because they're opposites.

Flyknit



Nike Flyknit, which debuted at the 2012 London games with the Nike Flyknit Racer, is a digitally engineered knitting process best known for its role in lightweight, formfitting and virtually seamless shoe uppers. The traditional way to construct Nike Flyknit for a shoe is by knitting a flat upper, which is then attached to a midsole to create the shape of the shoe. Now, a major advancement in Nike Flyknit technology allows for a shoe upper to be constructed in a complete 360-degree form that wraps the entire foot, helping athletes feel more secure and controlled during their movements.

F

The Glove



G

The Nike Air Zoom Flight The Glove was originally named the Nike Air Zoom Flight. Nicknamed “The Glove,” they debuted in 1998 as the signature sneaker for Gary Payton. Designed by Eric Avar, the sneaker features a full shrouded upper with a zipper, a monkey paw on the inside and Zoom Air cushioning. They were retroed for the first time in 2013 and took on the name they are known as today, the Nike Air Zoom Flight The Glove.

Huarache

H



Originally released in 1991 and named after a Native American sandal, Nike's Air Huarache model landed with the question 'Have You Hugged Your Foot Today?' relating to the beacon design element within; a neoprene and spandex sock contained within the upper. The sock literally 'hugged' your foot and coupled with Nike's trademark air unit and the notorious thermoplastic heel strap, the Huarache was arguably unrivalled for comfort and the 'Huarache fit' was born. With minimal branding, exoskeleton design and Phylon midsole, it was one of the purest performance footwear designs ever seen.