

## Buy! Buy! Buy! There's a bull market in Michael Jordan sneakers

In episode five of the blockbuster 10-part documentary series, "The Last Dance", we see Jordan nearly turn down Nike as his sponsor, potentially missing out on a billion-dollar opportunity. The conception of the Air Jordan line of sneakers is also documented, and in what the basketball star thought would be his final ever appearance at Madison Square Garden, Jordan laces up a pair of his first signature sneakers: the Air Jordan 1 "Chicago", a shoe that was 13 years old at that point in 1998.

It's a trainer that has been **coveted** by sneakerheads ever since the ex-Chicago Bulls star wore them in his rookie year — and it's only been rereleased a handful of times, most recently in 2015. And while prices on the resale market for this sneaker have always been **buoyant**, they have shot up since first episode of "The Last Dance" aired.

covet 垂涎; 觊觎

buoyant 轻快的; 上涨的

According to Stockx, a website where people can buy and sell sneakers and streetwear, in the two weeks since the series first aired on April 19, 60 pairs of the model were sold at an average price of \$1, 241.

"That sneaker started a revolution, it sparked a fire that even 35 years later still burns bright. The Jordan 1 is symbolic, but also it's a good identifier for who you are, " said a sneakerhead.

The cultural significance of the Air Jordan 1 shouldn't be underestimated. In 2018, journalist and sneaker **aficionado** Russ Bengtson wrote: "If it's hard to separate the Air Jordan 1 from sneaker culture, it's because most of what we know as 'sneaker culture' sprung up around the Air Jordan 1 itself."

aficionado 爱好者