

# NIKE AIR JORDAN 1

## THE POWER OF PARTNERSHIP

The year was 1984. A rookie by the name of Michael Jordan was about to start his first season of the NBA looking for an athlete endorsement deal and keen to sign with Adidas.

Along came Nike, a brand predominantly known at the time for long-distance running shoes. Whilst everyone recognised the immense talent in this rookie, Nike was ready to put all their chips on the table and offered him a deal far more lucrative than the bigger sports apparel companies such as Adidas.







