

IST 263 Project Milestone 2 – Copy Document

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Description (From Milestone 1):

For my IST 263 Project, I will be creating a website about the famous sneaker brand, Jordan. The homework description states it should be something we are passionate about, and currently having over 20 pairs of sneakers, I consider myself passionate about fashion and sneakers in general. It also states that the website will have multiple pages with a substantial amount of text and images. I will accomplish this by ranging topics from the history of Jordans, the impact on the black community, influence in sports, entertainment, pop culture, and more. By mixing in my personal interests with my educational interests I am looking forward to working on this project through the course of the semester.

Home Page

Short Description

History of Jordans

Actual Page Text

Basketball shoes were all white until 1985 when Air Jordans were created and later introduced into the league. Converse was the NBA's official footwear at the time but wasn't willing to put Michael Jordan above other league stars like Magic Johnson. Although they weren't his first choice, Nike offered Jordan a deal larger than any rookie had ever gotten, and he went on to sign with them. The league banned the first version of Jordan's because of the rule that sneakers should be white and fined Michael Jordans \$5,000 each time he wore which Nike paid off to promote the sneaker especially with Jordan being the star he was, this brought a lot of attention to the shoe.

A new Air Jordan is unveiled every year. Since its introduction in 1985, this yearly event has been welcomed with a growing expectation from the press, the business community, and the buying public. Jordans consistently lead the market in sales and demand, setting higher benchmark standards in design, innovation, and performance with each new model year for the entire athletic footwear sector. One of the

The greatest basketball players in history, Michael Jordan, and the shoes he wore during his career, which perfectly encapsulate his unwavering commitment to performance, invention, and achievement, are at the heart of the franchise.

In 1997, Nike made the decision to give the Air Jordan line complete independence. Nike had to this huge step because it was widely assumed at the time that Michael Jordan would retire after the 1997–98 basketball season. They did this by attempting to convince consumers that the Jump man brand was here to stay even when the face of the brand who was debatably the biggest athlete of that time didn't play. Nike brought players from the Class of 1997 who all possessed strong competitive tendencies and skill levels that

made watching them exciting which personified what the Air Jordan brand stood for. This group included Eddie Jones, Ray Allen, Derek Anderson, and others who were all among the first athletes to sign with the Jordan Brand.

The current generation of Jordans builds on the long heritage of the brand's unique design and unwavering performance. The franchise continues to steer and reshape the athletic footwear market into the future, inspired by the greatest to ever play the game.

Michael's influence on the AIR JORDAN series endures as his fame spreads.

Page 2

Title:

Timeline of shoes

Short Description

Timeline of shoes and explanation of the design concepts.

Actual Page Text

AJ I: It was first made available in 1984 in a red and black colorway that the NBA later decided to outlaw. In its first year, Nike made more than \$100 million in sales of the Air Jordan I. Many basketball shoes were designed with them as the standard. The AJ I has more ankle support, air pockets, and traction because it was designed with the athlete in mind. When Jordan scored 63 points in a playoff game for the Boston Celtics, Larry Bird referred to him as "God in basketball shoes," highlighting the design. Although Jordan referred to them as "The Devil's Shoe," the first colorway was red and black. These shoes debatable started the sneaker culture.

2: Bruce Kilgore was the designer of the 1986 Air Jordan II. It was created using faux lizard skin in Italy. It was the first Nike shoe without the Nike swoosh and was unlike the original Air Jordan 1. It was popular in the pop culture forefront and was looked at as a fashion statement on the court after it was released.

3: The Air Jordan III was made by Tinker Hatfield and released in 1988. Michael Jordan was about to leave Nike after his contract expired, but Hatfield's design prevented that from occurring. The Air Jordan IIIs made their debut during the event known as the "Virus Game" where he played through an important game versus the New York Knicks with a Stomach Virus. Additionally, it was the first pair of shoes to bear the iconic Jumpman logo.

4: The Air Jordan IV was released in 1989 and designed by Tinker Hatfield, and was the first to be sold globally. Jordan wore them when his buzzer-beating shot in Game 5 of the 1989 Playoffs for Chicago against the Cleveland Cavaliers which won the series. Jordan wanted to ensure that this shoe performed even better. Using the AJ IV design with the Air unit and ankle support, they went on to add mesh to increase airflow to Jordan's feet. The shoe gave

Jordan and other players more than multiple different methods to lace up their sneakers with the AJ IV, allowing for a more customized fit.

5: Air Jordan V was released in 1990 and created by Hatfield. It was the first to have lace locks and translucent rubber soles. The shark tooth shaped midsole was modeled after fighter planes from World War II. These shoes rocketed in sales when Will Smith in "The Fresh Prince of Bel-Air" appeared in the show in a White and Grape Ice colorway.

6: Tinker Hatfield created the Air Jordan VI and they were released in 1991. Jordan demanded a more straightforward design with more luxury for this sneaker. Hatfield improved the toe and gave it a luxurious look by creating two holes on the tongue and one on the back. In order to prevent players from slipping on the basketball court, he put additional rubber on the soles. Similarly, it included lace locks and translucent rubber soles. Michael Jordan wore it to win his first NBA title.

7: In 1992, In place of the number 23, Nike released a special Olympic colorway with the number 9 because Jordan wore jersey number 9 in the Olympics. Jordan won the NBA title, was named MVP of the Finals, and was named MVP of the entire year while wearing the Air Jordan VII. And later on, went on to win a gold medal for what is known as the "USA Dream Team" in the 1992 Summer Olympics in Barcelona.

8: In 1993, Michael was named MVP of the Finals and won his third straight NBA Championship. It would end up being Jordan's final pair of shoes before his initial retirement. Tinker eventually persuaded Nike that the Air Jordan line could stand on its own. Hatfield was able to experiment with the design when the Nike branding was taken off. People had never seen three colorways but in all The Nike Air VIs were fashionable but uncomfortable to play ball in.

9: Air Jordan IX was released in 1993. Jordan had just made his initial attempt to retire from NBA following the passing of his father. The baseball cleats that Michael Jordan wore when playing baseball during his first retirement served as the model inspiration for this sneaker. He has never played an NBA game in these sneakers but others under the brand including players like Penny Hardaway played in them.

10: Tinker Hatfield was the designer of the Air Jordan X, which was introduced in 1994. The sole of the shoe included a list of Michael Jordan's accomplishments as an homage. Nobody anticipated that Jordan would continue his career later. In the second part of the season, he would return to the court wearing these sneakers with the number 45.

11: In 1995, Tinker Hatfield's Air Jordan XI design became a reality. From toe to heel, the shoe was covered in patent leather, and the upper mesh was ballistic. Along with a then-record 72 wins in the regular season, Jordan won the league MVP, All-Star MVP, Finals MVP, and a fourth NBA Championship.

12: In 1996, Hatfield's Air Jordan XII design was introduced. One of the most durable Air Jordans, this shoe has a faux-lizard skin and a carbon fiber shank plate. The "flu" game, in which Michael Jordan scored 38 points to win game 5, is the most well-known instance of this sneaker. In the following game, Jordan won his fifth championship. For this shoe, Jordan Brand aired many motivational ads.

13: Tinker Hatfield was the designer of the 1997 Air Jordan XIII. The panther served as the inspiration for this shoe, which has a hologram by the ankle that, when illuminated, appears to be a panther's eye. The sole has a panther-paw appearance. Jordan wore these shoes for his final regular-season game as a Chicago Bull.

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Title:

Influence on the culture

Short Description

The Influence Jordans have on black culture in entertainment, sports, fashion, pop culture, and more.

Actual Page Text

Jordans are not just shoes. Sportswear developed a devoted fan base when the Jordan brand was launched, including young people willing to break the law to obtain it. At that time, most sneakerheads were portrayed in the media as violent and materialistic. Reports of students being robbed or killed for their sneakers started to circulate by the late 1980s. Over four months Atlanta and Chicago's Police reportedly handled more than 50 of these robberies, with about a dozen each month.

The sneaker industry has been greatly impacted by Air Jordan. Converse sneakers were popular before Jordans, but Air Jordans revolutionized the industry. Retail prices for the original Air Jordans, which debuted in 1985, were in the range of \$65. These sneakers and the most recent ones, however, have only increased in value; now ranging in the hundreds and thousands. They have sponsored several NBA players, including Luka Dončić, Carmelo Anthony, Jayson Tatum, and many more, and have other sponsorship deals outside basketball.

High fashion collaborations in recent years have further increased the value of Air Jordan shoes. Designers like Virgil Abloh created a somewhat untouchable stance on Jordans, he created a collaboration with off-white known as "the ten" which shot Jordans prices up to the thousands. Those shoes had and continue to have a huge effect on pop culture. Even designers like Christian Dior wanted their print on the Jordan brand. After making their debut at the Dior Men Pre-Fall 2020 show, the Jordan 1 silhouette was given a makeover by

Dior's Italian leatherwork and logo print, and the sneakers were released in mid-pandemic in June 2020. Where the \$2,000 sneaker sold out within minutes even during a financial crisis. After that, their resale value immediately soared to the tens of thousands. Jordan has multiple collaborations with several athletes and artists and the famous complex show "sneaker shopping" often shines a light on the brand when celebrities get to talk through their experiences with the brand. Not many people and companies are as timeless as Michael Jordan and the Jordan brand. The introduction of Air Jordan altered basketball, the place of sports characters in popular culture around the world, and the fashion business.