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Big Kids (1Y - 7Y)
Little Kids (8C - 3Y)

Baby & Toddler (1C - 10C)

All Shoes

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Dunk

Retro Running

Air Max

Air Force 1

Basketball

Running

Nike SB

Sandals & Slides

Clothing By Age

Big Kids (XS - XL)

Little Kids (4 - 7)

Baby & Toddler (0M - 4T)

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Stories that move you.

Featured Story

Never Done Challenging Convention

Department of Nike Archives

We built our reputation on challenging the status quo. Our latest collection, Nike Circa 72, reimagines past innovations for future generations.

Athletes*

Cindy Ngamba

Boxing dynamo Cindy Ngamba isn't just throwing punches for medals. As a proud member of the refugee community, she relentlessly pursues dreams. Not just for herself, but for all those she represents.

Nike Athlete

Marcus Rashford

Meet Nike athlete Marcus Rashford—a football player dedicated to changing the game. Explore his iconic footwear and latest stories.

Coaching

Trained Podcast: Find Authenticity With Fabian Domenech

Nike yoga teacher Fabian Domenech has taught all over the world. Hear what he's learned about himself and his practice along the way.

Coaching

Trained Podcast: Build Atomic Habits With James Clear

Your habits become your identity. Build the ones you want and break the ones you don't with advice from bestselling author James Clear.

Department of Nike Archives

Never Done Skateboarding

Rewind to 2002 and get a glimpse of Nike SB's journey from skateboarding outsider to cultural staple.

View All

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[Never Done Skateboarding](#)

Rewind to 2002 and get a glimpse of Nike SB's journey from skateboarding outsider to cultural staple.

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[Never Done Making History](#)

On a Saturday night in 1978, the Tigerbelles set a world record in the 880-yard relay — a historic moment for the team and the first world record for Nike. Yet that's only a sliver of the greater...

[Department of Nike Archives](#)

[Rebels Are Never Done](#)

From missing the Oregon State High School Track Championships to shattering records on the world stage, Steve Prefontaine showed us that guts are worth more than gold. See how the OG Nike superstar...

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[Never Done Listening](#)

Bill Bowerman wasn't just an innovator...he was also a problem solver, and he taught us all that no matter the size of the problem, the first step is to listen...

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[Never Done Challenging Convention](#)

We built our reputation on challenging the status quo. Our latest collection, Nike Circa 72, reimagines past innovations for future generations.

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[Never Done Iterating](#)

Over the past four decades, the Pegasus went from a utility running shoe, to an afterthought, and is now one of Nike's most beloved staples. Explore the history of our most popular running shoe ever.

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[Never Done Rising](#)

Get inspired by the '99ers historic victory that elevated the game to new heights for athletes everywhere.

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[Never Done Questioning](#)

Learn how the origin of the Nike Sport Research Laboratory built the foundation for sport science innovation.

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[Never Done Making Moves](#)

The Mercurial created a new era of football, where "fast" is more than a player attribute, it's a lifestyle.

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[Never Done Inspiring](#)

Nike was built on iconic advertising as much as innovative products, and the approach was just as revolutionary. Dive into the adverts that moved us, and learn about their modern counterparts.

Coaching

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Coaching

Trained Podcast: Build Atomic Habits With James Clear

Your habits become your identity. Build the ones you want and break the ones you don't with advice from bestselling author James Clear.

Coaching

Trained Podcast: Reinvent Yourself With Maria Wada

Maria Wada doesn't just move for performance. The Nike yoga teacher tells us how to ditch perfection and focus on feeling.

Coaching

Trained Podcast: Rethink Body Image With Sabrina Strings

The perfect body doesn't exist. Sociologist Sabrina Strings walks us through the complexity of society's impossible ideal.

Coaching

Trained Podcast: Elevate Women in Sports With Anna Kessel

Women belong in sports. Sportswriter and journalist Anna Kessel is saying it louder for the people in the back.

This Is Nike (M)

How Hard Should Your Pregnancy Workouts Really Be?

Finding that sweet spot for prenatal exercise is a bit of a balancing act. We've got you.

This Is Nike (M)

Overcome These Common Mental Blocks to Postpartum Training

No time, no motivation, no progress...these things will cross your mind. Here's how to reframe them and get back on track.

This Is Nike (M)

A Gentle Guide to Moving Your Body After Pregnancy Loss

Once you're ready, exercise can be a mood booster and a productive outlet for stress and grief.

This Is Nike (M)

Is Prenatal Yoga the Workout You've Been Waiting For?

Whether you've got a different mat for every day of the week or you've never done a sun salutation, you'll get so much out of even a few minutes of prenatal yoga.

This Is Nike (M)

Postpartum Mindset Advice From the Pros

Does your mental health feel like an afterthought with all the new-baby stuff to figure out? Time to tap into self-care that actually helps.

This Is Nike (M)

Put Your Pregnancy Sleep Struggles to Bed

Growing a baby can wreak havoc on your Z's. Our pros have smart tips — whether it's your body or brain that's keeping you up at night.

Athletes*

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Athletes*

Cindy Ngamba

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Marcus Rashford

Meet Nike athlete Marcus Rashford—a football player dedicated to changing the game. Explore his iconic footwear and latest stories.

Nike x Megan Rapinoe

Victory Redefined

Victory used to mean one winner and one loser, but Megan Rapinoe has other ideas. Check out how she's using her platform to change what it means to win.

Athletes*

A Running Story That Starts With a Rope

This running story is more about hands than feet. The same sport, the same drive. The only difference is an extra piece of rope between hands. With every step forward, companionship, encouragement...

Athletes*

Changing Women's Football in Brazil

Brazilian football star Andressa Alves shares how women's football has grown in her home country and beyond.

Athletes*

On the Mountain Trails of Japan, a Buddhist Monk Runs Toward Clarity

For Yukai Shimizu, a spiritual practice and running routine are in lock-step, one enriching the other.

Athletes*

Witch Craft: A Soccer Player Makes Waves in Paris' Most Creative Club

Florine Kouessan is working to build a team — Witch FC — that reflects the world she lives in.

Athletes*

One on One: Sloane Stephens x Madison Keys

The tennis stars navigate the upper echelons of their sport as both competitive rivals and lifelong friends.

Athletes*

Renee Montgomery: Moves Become Movements

Renee Montgomery is the first WNBA player turned owner-VP. She's committed to not being the last. Athletes*

One on One: Fran Kirby x Jordan Henderson

Leadership, loss and lessons from two of football's best.

Community

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Community

S2E2: The Future of Belonging

Olympic medalist and soccer star Quinn joins storyteller and global civil rights advocate Janaya Future Khan for a discussion about stepping out of societal norms, the responsibilities that come...

Atherton Reserve

Never done rising.

The young athletes at Atherton Gardens are forging a new future for themselves and for sport. A future where they find strength in their differences and rise together.

Community

Enemies in the Ring, Friends Outside It

The fighters at this all-female gym in Shanghai bond over breaking gender norms and finding their inner strength.

Community

FM Broadcast Presents: We Are Born Ready

For as long as you can remember, you've had dreams – big and small. Sure, you may have doubts, but you are #BornReady to take the world by storm and rewrite the rules of the game.

Community

Home Is Where the Court Is

A crew of young Sudanese refugees in Western Australia finds hope, identity and friendship through basketball.

Community

The London Soccer Club Changing Lives

Until 2015, Hackney Wick Football Club didn't exist. Since then, its founder has helped create a community on and off the pitch.

Community

Ever Wanted to Play Soccer at the Highest Level?

Welcome to the highest soccer field in Europe. When the ball goes over the perimeter fence, it's 3,600 feet into the abyss.

Community

How We Play: 6-Man Football

This high-scoring version of the typical game keeps traditions alive in Marfa, a Texas town that's changing fast.

Community

Anyone for Tennis? Anyone at All?

On this rugged Scottish island, Britain's most remote tennis court brings locals of all ages and abilities together.

Community

How We Play: Road Tennis

This lively alternative to lawn tennis is a vital part of Barbados street culture.

Culture

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Culture

The Muslim Women Reclaiming Representation

The co-founders of a London-based collective are using the creative space to break down stereotypes of Muslim women.

Culture

The Dancers Connecting in Body and Soul

For these London-based roommates, dance is expression. Now, they say, the whole world is connecting through movement.

Culture

Garima Thakur Is Protesting for Earth's Future

Meet the 15-year-old Indian climate change activist who won't let her hometown forget its past environmental disaster.

Culture

To Reach the Stage, This Dancer First Found Himself, Then Silenced Stereotypes

Nathan Féliot is defying the expectations of society and his parents to become the first dancer in his family.

Culture

This Nigerian-Based Creative Is Shifting the Perception of African Fashion

From Los Angeles to London to Lagos, Momo Hassan-Odukale's transcontinental style is integral to her leading her own creative studio to empower local designers.

Culture

Expect the Unexpected With This Editor's Take on Colorful Outfits

NYC-based editor Michelle Li pushes the limits with her looks, whether incorporating abstract prints, structures or brights, a confidence she found growing up in Indiana.

Culture

Mekdela Maskal Rediscovered Herself and Reconnects with Her History in the Hills of California

This climate journalist left her Brooklyn apartment to find more space and a sense of self in Northern California, retracing the contours of her culture and childhood.

Culture

For Two Brooklyn Entrepreneurs, Wins On and Off the Court Start With Teamwork

Producer Elle Clay and coffee shop owner Zenat Begum share a passion for their Bed-Stuy neighborhood and community activism, but the people around them fuel their success.

Culture

A Love of Basketball and a Passion for Running Influences This Creative's Style

Whether behind the DJ booth or on the road as a running coach, the intersection of sports and culture has always been a part of Lono Brazil III's life.

Culture

Self-Confidence Allows This Duo to Execute as Leaders in Dance and Fitness

Choreographer Tanisha Scott and fitness coach Shev Robinson explain how empowering themselves first allows them to do the same for others.

Innovation

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Innovation

Maximum Mileage: 12 Easy Ways to Extend the Life of Your Running Shoes

Runners share tips on getting started with simple, daily gear care. The best part? These hacks can help you reduce waste and be a more mindful runner.

Innovation

How to Clean Your Running Shoes — and Tread More Lightly on the Planet

Want your running shoes to last longer? Simply cleaning them can go a long way. Watch as Nike apparel designer Raj Mistry shows how small, everyday actions can have a big impact.

Innovation

Rescue Mission: How Reverse Logistics Can Save Millions of Shoes

Nike's refurbishment program gives new life to once-discarded sneakers.

Innovation

Special Delivery: How One Box Cuts Packaging in Half

Learn how Nike's packaging team is ditching the double box to help reduce waste — and reimagining what a shoebox can do.

Innovation

Analyze This: How Data Fuels Design

We're innovating data analytics to up the recycled content of classic shoes. But the visual changes are so subtle we bet you can't spot 'em.

Innovation

Full Circle: How Air Is Reborn With In-House Recycling

Go behind the scenes to see how Nike Air units are made again, and again, and again.

Innovation

Give Old Sneakers New Life — with Oranges, Walnuts, and Flour?

Yes really! Join Nike footwear designers as they share three ways to use natural ingredients in easy, at-home actions that'll help your sneakers last longer.

Innovation

How to Keep a Color Journal — and See the World Differently

Clear your mind, connect with your surroundings, and hone your creative muscle with this simple daily practice. Four Nike designers show you how.

Innovation

Work (Out) From Home: How Pandemic-Era Fitness is Shaping Our Future

Pro trainers and everyday athletes get real about the hacks, workarounds, breakdowns and breakthroughs that are making us stronger.

Innovation

How to Make Bio-Materials — and Create the Future from Your Kitchen

Learn how to turn algae into natural plastic, and get a life lesson in pursuing what you're passionate about, from Nike designer Rikke Bonde.

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