

# Nike



How it all began



- ◆ It all started with Crazy Idea - the dreams of a 24-year-old guy from Oregon to change their lives and leave their mark on history. Phil Knight, a young Stanford graduate, borrowed a couple of hundred dollars from his father, took a risk and made a revolution in the world of sports shoes.


- ◆ The creators of the Nike brand met in 1957 at the University of Oregon. Bill Bowerman is an athletics coach and freshman Phil Knight is a middle distance runner. Two men, passionately loving sports, immediately found a common language.



- ◆ After school Phil Knight entered in the University of Oregon. After university, Phil enrolled at Stanford, defended his coursework on the development prospects of production in Japan. The student was inspired by the idea of cooperation with Japanese manufacturers. He realized that exporting cheap sneakers to the United States could be a good alternative to expensive shoes for professional athletes.

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nylon resin, specially woven to form  
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**Tiger**

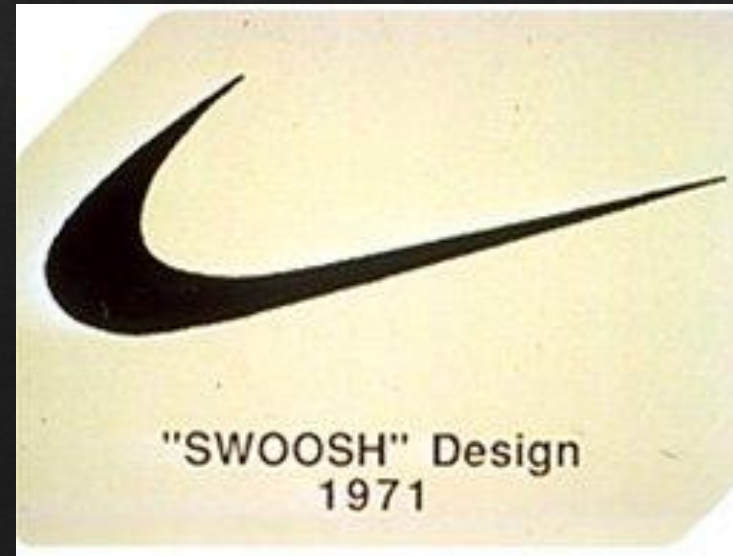
- ◆ In 1962, a student went to Japan, where he signed a contract to import Tiger sneakers in the USA. Knight on the move came up with the name of the company he represents - **Blue Ribbon Sports**.
- ◆ In 1963, the first batch of sneakers from Japan in the amount of 300 pieces went on sale. Phil used the parental laundry as a warehouse.
- ◆ In 1964, Knight invites Bill Bowerman to cooperate on the basis of a full partnership.



- ◆ in 1965, one of their friends, Jeff Johnson, dreamed of the winged goddess of victory, Nick, in whose honor the partners decided to name their sneakers.
- ◆ The first pair, made by hand by the company, are “marathon runners” with innovative nylon tops instead of classic leather.



- ◆ In 1971, the founder of Nike meets a student Caroline Davidson - a girl who creates the famous "swoosh" Nike.
- ◆ In 1972, at the Olympics, Nike presents a model of sneakers Moon Shoe.



- ◆ In 1980, Nike running sneakers became the best-selling in the United States, overtaking Adidas standing leader.
- ◆ By 1981, the number of Nike full-time employees was already close to 3,000, and revenue rose to \$ 458 million.
- ◆ In 1988, Nike launched the Air Stab, the world's first sneaker with a sturdy and lightweight Footbridge design.
- ◆ In 1991, Nike released a revolutionary model for running Huarache.



Nike Air Stab, 1988



Nike Huarache, 1991





- ◆ Thanks to high-quality products and an elaborate advertising campaign in 1990, the brand becomes the world leader in the production of clothing and footwear for sports and fitness.
- ◆ Nike World Center opens in Oregon.
- ◆ In 2000, Nike develops a new concept for sports sneakers, suitable for people with different foot shapes. They are called “Presto” - this is a lighter, flexible and perfectly fitting foot with an unconventional dimensional mesh - XXS-XS-S-M-L-XL.

- ◆ Since that time, the company is one of the biggest giants in the sports industry
- ◆ This brand is represented by world sports stars



The giant corporation, which includes several dozen successful brands, began with an ambitious student idea to change the world. And he did it - thanks to the unfailing loyalty to sports traditions, the constant improvement of technology, love of innovations and undying fighting spirit.