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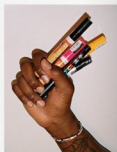
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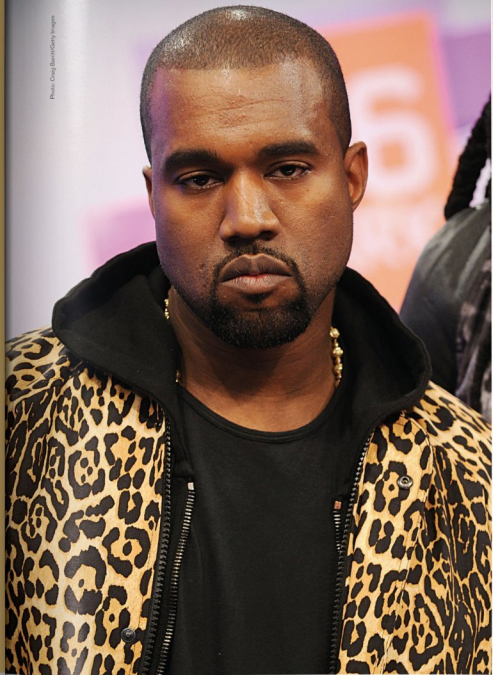


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The Sneaker Freaker Guide to Yeezy

The sneakersphere interweb crashed like Skylab when a 'leaked' image surfaced back in November 2014. Taken by a cheeky airborne paparazzo in economy class, the abstract suede moonboot did in fact turn out to be the Yeezy 750, the first ballistic shot fired in the collaboration between Kanye West and adidas. Rewind. A year previously, Ye's stunning defection from Nike looked like an odd move to outsiders, but the timing would prove to be impeccable. The unprecedented deal gave Kanye the absolute creative freedom he craved, but it also laid the foundations for a stunning recalibration of the Nike vs adidas dynamic.

Photo: Craig Bennett/Getty Images





TUNED AIR BAG

Note the supportive red 'hemis' air pods.



AIR MAX TUNED TEN:

Celebrating a decade of Tuned Air, Nike dropped this wild Olympic edition for the 2008 Beijing Games.



1998: Air Max Plus 'Orange Tiger'

AIR MAX PLUS TIGER STYLE

Just when we thought things couldn't get more hectic, Nike dropped an atomic sneaker bomb in the form of the Air Max Plus – known on the street as the TN. With its teched-out kinetic design harnessing an all-new cushioning system, the TN rang a bell that has ears still ringing today. Certain shoes have attracted bad-boy reputations, largely on account of the company they keep; in the TN's case, it's definitely the go-to shoe for ne'er-do-wells. Indeed, the TN's somewhat thuggish personality is highly prized in certain urban enclaves.

While the TN's aura overshadows the shoe's design, not everyone understands the technical definition of Tuned Air. Essentially, it's a blow-moulded unit coupled with rubber hemispheres placed strategically in the sole to provide support. Adding the 'hemis' allowed Nike to take the pressure down and deliver a softer ride without compromising stability.

But the TN's big story is its spray-fade upper. As the AM95 introduced a fresh method of colour-blocking, the TN's gradient upper was a revelation and the original 'Orange Tiger', 'Grey Shark' and 'Hyper Blue' gradients remain eye-popping today. In a lifetime of Foot Locker exclusivity, the TN has dropped in countless make-ups; however, Tuneheads had to survive without an OG retro until 2013. Patience was rewarded when Nike rocked planet TN by resurrecting the OG 'Orange Tiger' in super limited numbers. Eshay to the Max!



ORIGINAL RELEASE
APRIL, 1985

DESIGNER
PETER MOORE

COLOR
BLACK / RED

ORIGINAL PRICE
\$49

STYLE CODE
6091

JORDAN I



Peter Moore's Air Jordan I design was a pastiche of design elements from Nike's basketball catalogue, but that doesn't mean the model lacks its own identity. Far from it. The upright stance and traditional panelling made it the perfect vehicle for Bata-inspired colour blocking and visual storytelling. And thanks to the masterfully crafted 'Banned' mythology that grows with every reissue and retelling, the AJ1's outlaw mystique has become deeply ingrained in the sneakerhead psyche. Released in dozens of colours and countless variations – including a version for golfers – the Air Jordan I was also adopted by skaters such as Lance Mountain, who still regards it as the most perfect skate shoe ever made.

Nike was right: Jordan was a freak athlete capable of astonishing physical feats. By the end of 1985, Michael Jordan was well on his way to redefining basketball style.



1985: Jordan I 'Black Top'



1985: Jordan I 'Chicago'



1985: Jordan I 'White / Black'



1985: Jordan I 'Shadow'



1985: Jordan I 'Royal'



1985: Jordan I 'White / Dark Powder Blue'



1985: Jordan I 'White / Natural Grey'



1985: Jordan I 'White / Metallic Orange'



1985: Jordan I 'Low / Natural Grey'



1985: Jordan I 'Low / White / Metallic Blue'



Jordan I 'Black / Red / Unreleased'



1986: Jordan I 'KD / Thief'



1986: Jordan I 'KD / White / Black - Red'



1986: Jordan I 'White / Metallic Dark Red'



2001: Jordan I 'Royal'



2001: Jordan I 'Thief'



2016: Jordan I 'Reverse Shattered Backboard'



2016: Jordan I 'Top 3'



REEBOK FREESTYLE FOREVER

The 80s were a notoriously fresh time for fashion. You'd see shoulder pads on lads and ladies alike, and a flood of fluoro that puts today's nu-rave hipster festivals to shame. Tees and sweaters had their arms hacked off and thong-thin leotards teamed with tights, leg warmers and sweatbands began to blur the sweaty crack between sport, dance and streetwear. Aerobics fever hit the world harder than Cindy Crawford's buns, inspiring everything from music videos to flicks and, of course, kicks.

Until the dawn of the Spandex era, sporty femme footwear hadn't made a huge mark on society. This left few options for getting girly other than patenting pink/purple colour combos and scuffed-down versions of chunky men's shoes. Until the Reebok Freestyle, inspired by the aerobics craze, yet smart enough to take you from the gym floor to the nightclub door, the Freestyle was the bathing rim high-heeled ladies longed for.

Let's break this trendsetting sneaker down. The Freestyle is a rounded-toe design with a slimline shape that works up into ribbed ankles packing a pair of Velcro straps. It's kinda techy, but kinda not: it snugly fits the foot, and, like all classics that really hit tipping point, it's pretty much inoffensive while possessing a certain zing. The cultural factors that made this shoe '80s are complex, but here's the deal.

Flashdance

In the early 80s, Madonna was getting all 'Material Girl' and saucy scenes from Flashdance personified the combination of sports and fashion, with Lycra a potent new innovation. You also had celebrities left, right and centre releasing their own 'Do it at home!' aerobics videos, and Jane Fonda – the obvious queen – glowering with sweat on the cover of her workout videos.

With its half-dance and half-gymnastics moves, aerobics required athleticism, but what made it a goddamner hit was: anything goes respectiveness. Your average Joan Blow with two left feet could master the weave-step in a few minutes. In essence, aerobics was giving the on-boobs and on-b-girls of the burles a chance to get physical in the comfort of their own lounge room. Straight-up cyclic moves were the order of the day.



R.I.P. JASON MIZELL (JAM MASTER JAY)

January 21 1965–October 30 2002



ON OCTOBER 30TH, 2002, RUN-DMC'S JAM MASTER JAY PASSED AWAY. TO MARK HIS CONTRIBUTION TO THE CULTURE AND THE ENDURING POPULARITY OF SHOES WITH A SHELL, ADIDAS RELEASED THE JMJ ULTRASTAR IN EARLY 2003, WITH PROCEEDS DONATED TO THE JAM MASTER JAY FOUNDATION.



Photo: Bob Powell

1987, Run-DMC in Paris