

History of the Air Jordan Sneakers

Nike is a worldwide recognized sneaker brand, the most popular line of Nike sneakers is called to Air Jordan. As you may know, this specific brand of shoes was designed for Michael Jordan, one of the best basketball players in history, this brand became so popular that Nike had to create a subdivision which would handle everything related to the Air Jordan sneakers.

This line was created back in 1984 and there have been numerous releases each and every year, even after Michael Jordan retired from professional basketball, due to their popularity is a sneaker which is purchased by private collectors will acquire basketball related memorabilia. The Air Jordan sneakers are classified according to the year they were released to the market and by their particular model, which vary from samples, originals also referred to as OG, retros, retro pluses and player executive models which are also referred to as PE.

In addition, the Jordan brand also produces a line of team shoes which have nothing to do with the Air Jordan models but are just as popular. When it comes to the Air Jordan models, one signature design is re-introduced every year however, it is different from the previous design because the colors and the scheme have been changed.

In order to create a good demand and keep the value of the shoe as high as possible, the subdivision of Nike which is in charge of releasing new Air Jordan sneakers announces one specific date which will be set for distribution of this specific line, this ensures that the sneakers will still be wanted by basketball fans who love the retro design of the shoe.

Ever since its original release there have been 23 models introduced to the market, the names of each model only vary by a number which is given to the shoe in order to represent the sequence of the release. Back in 1985 the Air Jordan I was considered a breakthrough in basketball although he was later on improved with a new line called the Nike dunk which was intended for college basketball, it wasn't until the third release that the Air Jordan sneakers featured the jumping logo, this edition of the sneaker was the cornerstone of Nike's most successful advertising campaign.

Air Jordan III was reintroduced in 1994 however that sales were not as great as expected which is why it had to be re-retroed and become a hit, it is said that a pair of Air Jordan III can be sold for over \$300.

About the Author

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