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UNITED STATES DISTRICT COURT  
DISTRICT OF NEVADA

NIKE, INC. )  
and )  
CONVERSE, INC., )  
Plaintiffs, )  
vs. )  
QILOO INTERNATIONAL LIMITED )  
Defendant. )

Case No.

**PLAINTIFFS' EMERGENCY  
MOTION FOR A TEMPORARY  
RESTRAINING ORDER  
WITHOUT NOTICE AND A  
PRELIMINARY INJUNCTION**

**DECLARATION OF KELLY B. HIBLER**

I, Kelly B. Hibler, declare and state as follows:

1. I am the Category Footwear Leader for NIKE Sportswear. For the past 22 years, I have worked at NIKE's World Headquarters in Beaverton, Oregon. Because NIKE's sportswear category is responsible for producing and selling shoes bearing the Air Force One (AF1) design, I am familiar with the AF1 design history, the competitive marketplace, marketing, distribution, and sales of shoes bearing the AF1 design.

2. I make this Declaration in support of NIKE's Motion for a Temporary Restraining Order and for a Preliminary Injunction. The statements herein are based on my personal knowledge, observations, and experience, unless otherwise indicated.

3. NIKE introduced the Air Force 1 low sneaker design in high-top and low-cut versions in 1982. Since that time, the AF1 low design has become the most popular version of the shoe design and NIKE has continuously sold shoes bearing the AF1 low design for almost 30 years.

4. NIKE has sold shoes bearing the AF1 low design throughout the world and in

1 every state of the United States. NIKE sells shoes bearing the AF1 design through its own retail  
2 stores, on the Internet, and through a wide variety of global retailers including, for example, Foot  
3 Action, Finish Line, Champs, The Sports Authority, Eastbay, Foot Locker, and independent shoe  
4 retailers of all sizes throughout the country.

5         5. Total, in the United States alone, NIKE has sold over 55 million pairs of shoes  
6 bearing the AF1 low design and those sales earned NIKE more than \$2.25 billion in gross U.S.  
7 revenue. NIKE Compared with other brands, shoes bearing NIKE's AF1 low design are routinely  
8 one of the top selling footwear products every month throughout the United States. Shoes bearing  
9 the AF1 low design are one of NIKE's best-selling products of all time in the United States and  
10 around the world.

11             A. In addition to the low, the AF1 design also comes in mid- and high-top variations.  
12             The three variations share similar design elements. Of the three related variations,  
13 shoes bearing the AF1 low design are by far the most popular throughout the  
14 world. Total, worldwide, over the past two years, NIKE sold over 15 million pairs  
15 of shoes bearing AF1 designs and those sales earned NIKE more than \$620  
16 million in gross revenue. Over the past five years in the United States alone,  
17 NIKE sold over 400,000 pairs per month of shoes bearing AF1 designs. From  
18 1999 through 2009, NIKE sold over 100 million pairs of shoes bearing AF1  
19 designs worldwide with approximately 60 percent of those sales in the United  
20 States. NIKE's North American gross revenue from sales of shoes bearing AF1  
21 designs averaged over approximately \$200 million per year over the past  
22 approximately five years.  
23  
24  
25

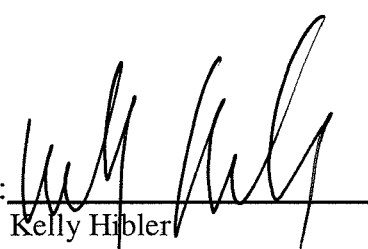
26         6. NIKE has publicly celebrated the AF1 design. For example, NIKE hosted parties  
27 and opened special sections of NIKE stores honoring the 25<sup>th</sup> anniversary of the AF1 design in  
28

1 2006 and 2007. The "One Night Only" 25<sup>th</sup> anniversary celebration in New York City was  
2 attended by famous musicians, artists, and celebrities from all walks of life. (Promotional  
3 materials attached at Tab 1). NIKE has also collaborated with famous people (e.g., Kobe Bryant)  
4 and famous companies (e.g., Sony) on special edition shoes bearing the AF1 design. NIKE has  
5 published a history of the AF1 design at www.nike.com/af1.

6 7. The AF1 design has also received unsolicited public attention. It has been featured  
7 in newspapers, including "The NY Times," "The Philadelphia Inquirer," and "The Chicago  
8 Tribune" (Newspaper Excerpts at Tab 2); magazines, including "GQ," "Sole Collector," and  
9 "Footwear News Magazine;" (Magazine Excerpts at Tab 3); and books, including "Sneakers,"  
10 "Sneakers the Complete Collector's Guide," and "Sneaker Freaker the Book." (Book Excerpts at  
11 Tab 4). The AF1 design has also been the subject of songs and was the focus of rap artist Nelly's  
12 2002 Billboard chart topping song and music video titled "Air Force Ones." The AF1 design is a  
13 regular subject of Internet fan sites and has been featured on Internet forums such as  
14 nicekicks.com, allhiphop.com, and freshnessmag.com. Shoes bearing the AF1 design appear in  
15 movies and in television shows, and are regularly seen being worn by famous celebrities and  
16 musicians.  
17  
18

19  
20 I, Kelly B. Hibler, swear under penalty of perjury under the laws of the United States of  
21 America that the foregoing is true and correct.

22  
23  
24 Executed On: February 2/6, 2012

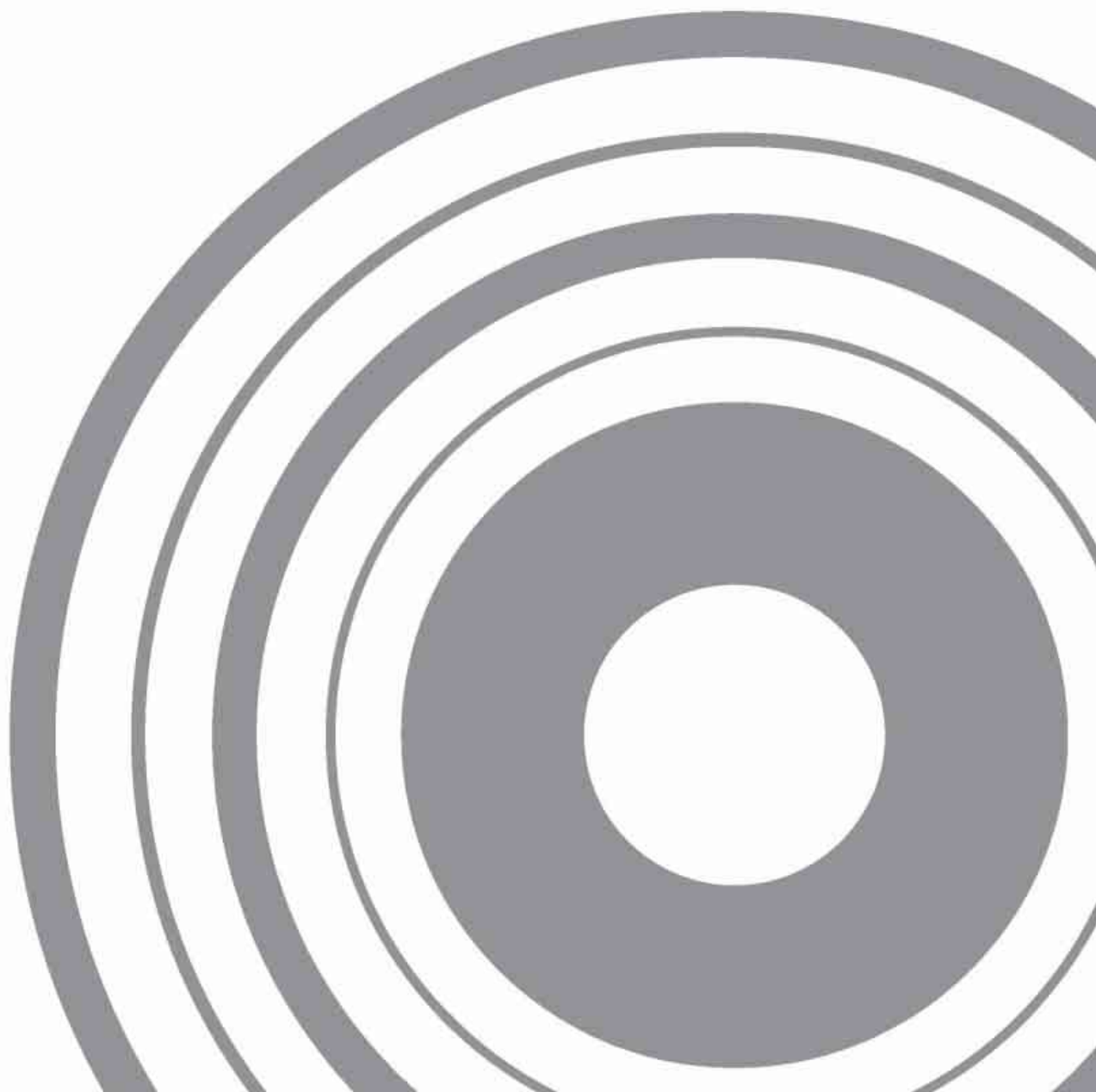
25 By:   
26 Kelly Hibler  
27 Category/Footwear Leader, Sportswear  
28 NIKE, Inc.

# **TAB 1**

**1 SHOE  
1 STAGE  
1 LOVE**

**1 NIGHT ONLY**

**DECEMBER 10, 2006**



# 250

**GUESTS WERE  
HANDPICKED  
FROM THE WORLDS OF  
DESIGN, PHOTOGRAPHY, SPORT,  
FASHION, ART & SNEAKER CULTURE  
THE ONES WHO  
HELPED BUILD, SHAPE  
& DEFINE THE AF-1**



# NIKE AIR AIR FORCE 1

1 Night Only is the celebration of the 25th anniversary of the Air Force 1. A show that will see the most discerning athletes to ever grace the courts, a show now owned by the streets.

Legendary for its iconic performance and style, the beauty of the AF1 has been expressed more than 200 different ways, a canvas for sole expression, a way to wear individual while letting the world know you're rockin' with the best.

Thanks to the combined efforts of NIKE Activists and numerous loans from private collectors (D'Gort Benji, DJ Jazzy Jeff and "Harwell" Mike), we present to you the most comprehensive Air Force 1 collection ever exhibited in one location - for one night only.

Our blue ribbon panel of Ed Clark, Kent, Grand Master Oz, "Harwell" Mike, EMZ and Udi have selected the top 100 AF1's of the past 25 years (on display within this exhibition). We invite you to vote on which of these top 100 shoes you'd like to cop for yourself and we'll announce the winning selection in your size. And this is only the beginning.

We also invite you to step onto our Vinyl Floor where we can document your contribution to the Air Force 1 legacy.

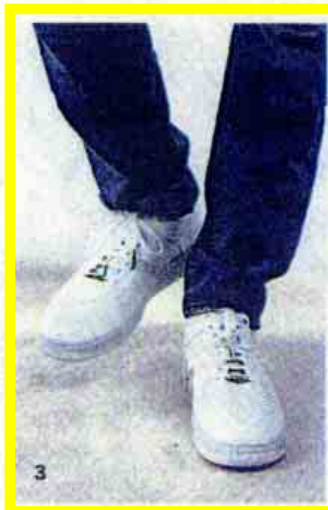


# **TAB 2**



Dress Codes  
David Colman

# A Winter White That Works for Spring



**W**HATEVER the charms of the International Tennis Hall of Fame gala, held every year during the United States Open, looking for men's fashion trends there would seem to be a fool's errand.

But at last September's event, the tennis legend Stan Smith spotted a spring look months ahead of time: a group of stylish young men had come in black tie and brand-new Stan Smiths, the white, stripe-free Adidas sneakers that have done more to enshrine Mr. Smith's name in the annals of pop culture than his tennis record ever did.

"It was pretty neat," said Mr. Smith, 60, who won the United States Open in 1969 and had the shoe named after him in 1971. "For me, they're my work shoe."

And now city men are wearing them to work, too, bringing sprightly new meaning to the ~~W.A.S.P.~~ old men expression that

shoe." A combination of factors — hip-hop stars who brag that they wear a new pair of clean white Nike Air Force 1's every day; designers like Marc Jacobs (who has worn Stan Smiths since junior high) and John Varvatos (who made Converse Jack Purcells and Chuck Taylors must-haves again) — have converged to make the all-white, old-school sneaker into Le Shoe for the smart set.

They are, it turns out, perfect for young, for old, for rich, for poor. They go with jeans, a suit, even a tux; you can wear them to work, to play and even to appear on Oprah (as Mr. Jacobs did). They can be cheap (basic Stan Smith's are \$55 at adidas.com) or not (the 25th anniversary Air Force 1's are \$2,000 at Barneys New York) or in between. They even come with a brand of fashion approval: several designers now offer their own version of the white sneaker, among them Stefano Pilati at Yves Saint Laurent, Neil Barrett, Dries van Noten and Miuccia Prada.

Sneaker craziness may not sound like anything new, but this time there's a rub, and like it or not, it involves a toothbrush.

"They need to be clean," said Daniel Peres, the editor of Details. "It's a good look, a right-out-of-the-box-clean pair of white sneakers, and it's the only kind you can wear with dressier clothes, nice jeans or even a suit." But he reiterated his proviso. "Some people do everything they can to make them look worn and dirty, which is wrong. I've seen fashion editors in the Tuleries Gardens in Paris, shuffling their feet in the dirt to make their Chucks look worn in. I just stood there in horror."

According to a nurses' advisory site, the best way to keep white shoes dazzling is with Murphy's Oil Soap and a toothbrush, and those white rubber soles might call for

a go with whitewall-tire cleaner. Or you can subcontract the work and take them to the shoeshine man.

Sean Donovan, a sneaker collector who just bought a fresh pair of Stan Smiths for a new job (as a salesman at the Marc Jacobs store, in fact), said he was careful to keep his new shoes in rotation with, say, his white Air Force 1's. He sprays them immediately with water and stain repellent, which makes normal scuffs easy to wipe off. "If you want to get crazy, you can go at them with an old toothbrush and some Soft Scrub," he said.

Mr. Donovan, who has about 65 pairs of sneakers, agreed that clean is key. "A white shoe, it makes you feel fresh," he said. "It's like when you wash and iron your clothes, it makes you feel like every-

thing's together."

Given the care the humble shoes require, the current trend is not without a kind of upended silliness. "It's really turned an ordinary product into a luxury product," said Bradley Carbone, an editor at Complex magazine, an urban youth men's magazine, which, naturally enough, follows sneaker obsessions closely. "A few years ago when you had rappers like Fat Joe and Jay-Z talking about wearing a new pair every day, people responded by trying to keep theirs as crisp and clean as possible. So it had an aspirational seal to it, even though it's on an inexpensive shoe."

WHILE MR. PERES TAKES THE RUB, HE WON'T BE sporting it any time soon. "They draw all attention to your feet," he said. "I don't want to have to compete with my shoes."

1. Neil Barrett perforated leather high tops, \$420; Jeffrey New York; Black mid-calf socks at Barney's; New York; Prada mini-houndstooth cotton pants.

2. Stan Smith Vintage tennis shoe \$100 at Adidas Originals stores; Adidas no-show cotton socks at Paragon Sports; Etro cotton pin-stripe trousers.

3. Nike Air Force '82 leather and aconda high tops with gold detail, \$2,000 at Nike; Barneys; Calvin Klein white cotton socks; Levi's 511 Skinny jeans.

4. Yohji Yamamoto leather sneakers \$330 at Barneys; Cotton socklets at Bloomingdale's; Ralph Lauren Prospect chinos.

5. Vans canvas slip-ons, \$40 at Vans.com; Etr striped socks and red wool pants.

6. Jack Purcell slip-ons by John Varvatos for Converse, \$95 at Bloomingdale's; Camel wool sock Jeffrey; Miu Miu wool-polyester pants at Jeffrey.

Photographs by Chris Shipman for The New York Times

Nike is throwing a yearlong 25th-anniversary party for its ever-popular Air Force 1s — shoes with special meaning for Philadelphians.



The Calvin Natt (left) and the Mychal Thompson are new shoes named for two of the first six NBA players to wear Air Force 1s. The other four, including two 76ers, will also be honored.

By Elizabeth Wellington  
INQUIRER FASHION WRITER

**C**risp. Fresh. And never out of style: white on white Air Force 1s.

Over the last 25 years, Nike has introduced more than 1,700 color combos for the sneaker, but it's the white Air Force 1s that have endeared themselves to urban fashion plates. Why? Because they are perfect matches with of the moment hip-hop trends, from Adidas tracksuits to eightball jackets to throwback jerseys to today's wild-hued hoodie.

"I've been wearing Air Force 1s probably since I was 3 years old," Keenan Harris, 17, said as he perused the Air Force 1 display at the Sneaker-Villa on 52d Street in West Philadelphia.

"I usually get about three pairs a year. Even more in the summertime."

This week, the Oregon-based sportswear giant will continue its yearlong celebration of the sneaker by introducing novelty shoes commemorating AF1's sports history.

And can you blame Nike for wanting to celebrate? The shoe, as reported by Susquehanna Financial Group analyst John Shanley, is still Nike's most popular, with sales coming in at roughly \$800 million a year.

The celebration hits every possible Air Force 1 market, from baller luxury-seekers to graffiti-artist skateboarders.

In December, Nike kicked things off by introducing the newest performance shoe, the Air Force 25, a more aerodynamic shoe with extra cushioning in the heel and the top. Air Force 1s also had an official 25th birthday party in New York City's Gotham Hall, with performances by old-school rappers Eric B. & Rakim, Nas and Kanye.

See **SNACKER** on P.10

# Sneaks that soared



A cool \$2,000 is the price of the limited-edition Air Force 1s that Jerome Williams is showing his nephews Samir Lipscomb, 7, and Demetrius Grant, 14, at SneakerVilla in West Philadelphia.



# Sneaks soared, especially in Philadelphia

**SNEAKER** from E1 West. Nike has also built two dozen 325-square-foot in-store boutiques in sneaker stores throughout the country, called Nike Air Force 1-Doors (Philadelphia's store is in the 52d Street SneakerVilla).

The stores are sleek with smooth black shelving, hardwood floors and black leather chairs for trying on sneakers. Jumping on the trend toward all things luxury, Nike created two limited-edition styles of the shoe, fashioned in Italy, which are enclosed in a case. The white AF1 is made from anasconda skins, and a black and brown pair are fashioned from crocodile. The cost — \$2,000.

"I've sold two pairs already," said Frank Peterson, SneakerVilla's AF1 specialist, adding that he's carrying just six pairs of each shoe. "They are hot and they appeal to a certain customer."

More reasonably priced shoes — that means under \$200 — released this year include the i-95 series, with symbols of New York, Baltimore and Philadelphia on the sneaks.

Six shoes have also been made to honor each of the first six basketball players to wear the shoes on the court: Jamaal Wilkes, Mychal Thompson, Calvin Natt, Michael Cooper and Philadelphia 76ers Bobby Jones and Moses Malone.

The Calvin Natt, a vintage-looking chocolate brown and olive sneak, along with the sky blue and cotton Mychal Thompson, hit the shelves Saturday. The rest of the Original Six will be introduced slowly throughout the month.

Next month there will be another six shoes featuring images of some of today's basketball superstars — with major Nike endorsements, of course — burned into them. They are Tony Parker, Vince Carter, Amare Stoudemire, Kobe Bryant, LeBron James and Philadelphia native Rasheed Wallace. (A commercial with the players, with the beats of Jules Santana streaming through the background, is in rapid rotation now.)

"When I was a young boy growing up, my two older brothers used to rock Afs," said Wallace, of the Detroit Pistons. Wallace has worn the shoes on the court since he was a teenager at North Philadelphia's Simon Gratz High School.

"At the time, I couldn't afford them, but my mother used to tell me that I could get a pair when I was older. It was all of our style. The way that the AF1s were worn — low socks, high socks, with the strap hanging —

Nike designer Bruce Kilgore created the AF1 as a performance shoe in 1982, adding air to the soles for the cushioning needed for running and jump shots. The shoe took off the fol-

lowing spring when then-76er Malone wore the shoes on the court. His powerful play — in AF1s — was a major contribution toward the team's finally winning a championship.

"Once Malone brought us to the Promised Land, everybody in Philly was like, 'Yo, I got to get those. I got to wear them,'" said Anthony Gilbert, senior writer for Sole Collector Magazine, who grew up in West Philly. Of the 400 pairs of sneakers Gilbert owns, 65 are AF1s.

"People bought their sneakers from 52d Street and Germantown Avenue. When you got fresh, you wore Air Force 1s."

Eventually, Gilbert said, players decided they'd rather use another shoe on the court and save their AF1s for the first day of school, friends' parties, even Easter Sunday. Rappers Eric B. and Rakim wore them on album covers. In 2002, rapper Nelly wrote a song about them.

"I have six different pairs of Air Force 1s," said Lamont Davis, 35, who grew up in Mount Airy and now works in New York's financial district.

"If I get a little scuff on them, I buy a new pair. They represent a casual look now. Almost like a shoe. ... I buy two pairs of Air Force 1s at the beginning of every summer."

That's not to say that AF1s don't have competitors. Last year, Philadelphia sneaker-store



The original Air Force 1 force included 76ers Moses Malone (second from left) and Bobby Jones (second from right), along with fellow NBA players (from left) Michael Cooper, Calvin Natt, Jamaal Wilkes and Mychal Thompson. Over the last 25 years, Nike has introduced more than 1,700 color combinations for the sneaker, but the white Air Force 1s are dearest to urban fashion plates.

owners reported that classic Force 1's for the first time in several years. Although sales of AF1's are \$800 million, they are down from a peak of \$1 billion, Shanley said in company reports.

But more than any has to do with a move toward less chunky sneakers that better match today's more fitted look in menswear. The AF1 lends itself more to baggy sweats and oversized pleated pants; Converse (also owned by Nike), Adidas, even K-Swiss have more of an artsy feel, and appeal more to skater culture than ballers.

Still, the AF1 means a lot to

Philadelphians.

Lucky René, 16, stopped by SneakerVilla one day last week on his way home from Overbrook High School, and he and his friends were given a sneak peak at the Mychal Thompson shoe.

"Those are so hot," René said. "You can wear them with black or throw on something tan. I'm coming back on Saturday to cop them. By summertime, everybody will be rocking these."

Contact fashion writer Elizabeth Wellington at 215-694-2704. Read her recent work at <http://go.philly.com/elizabethwellington>.



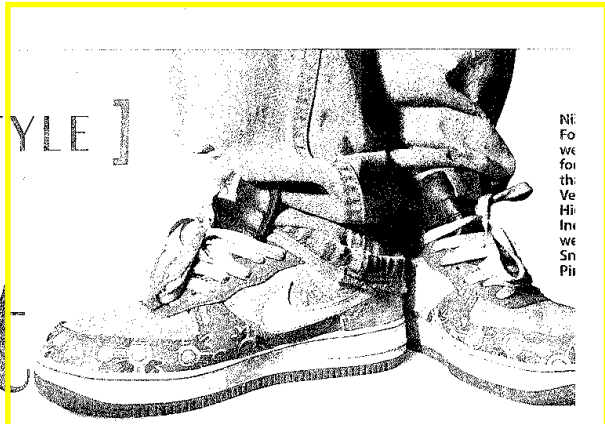
A store within a store, the Air Force 1 section is a sleek boutique at SneakerVilla in West Philadelphia.

MICHAEL PEREZ / Inquirer Staff Photographer

[ STYLE ]

# Kickin' it

A window to the sole of the sneaker devotee



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**By Chris McNamara**  
Special to the Tribune  
Sneakerhead.

It sounds like a childish insult, but it's a label proudly worn by those who cherish Nikes, Adidas and K-Swiss, those who believe gym shoes belong on pedestals rather than pavement.

"The appeal is simple—having shoes that no one else has," said footwear pundit Klante Young, who labels himself America's foremost expert on sneaker trends and owns hundreds of pairs. "Sneakers are one luxury that are attainable for those who can't afford a house, those who can't afford a car. A sneaker isn't an unrealistic dream."

Nothing is cherished more among sneakerheads than exclusivity. As such, limited-edition models by major manufac-

**Within walking distance**

Chicago's sneakerheads can get their kicks at Encore, 3941 N. Sheridan Rd. (773-477-4007), and Phil, 5210 S. Harper Ave. (773-493-7454).

turers carry price tags of hundreds of dollars. And custom shoemakers make their livings crafting models that are guaranteed one of a kind.

Young said that limited-edition and custom sneakers started showing up 15 years ago but became widely popular at the start of the millennium, when rappers and other urban celebrities began setting trends.

Young's home of New York was and still is the epicenter of sneakerdom, but other cities are lacking up.

"Chicago is more conservative," he said, recently returned from a speaking tour around the nation that included a local stop. "In New York the big trend is bright colors. You'll see a guy on the subway wearing pink sneakers. In Chicago you see more earth tones—blacks and grays."

**Who are sneakerheads?**

Are gym-shoe lovers outside of New York a step behind? Is this passion an urban thing? A hip-hop thing? A black thing? Hardly.

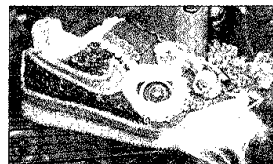
"Sneakers have helped bridge racial gaps, in my opinion," Young said. "Go to a sneaker party and you'll see Chinese, black, white, Spanish. You'll see basketball sneakerheads, skater sneakerheads, hip-hop sneakerheads."

If you're asking yourself what exactly a "sneaker party" is, you weren't at the Aragon Ballroom in September, when nearly a thousand local devotees gathered for the Sneaker Pimps Tour, an oddly titled exhibition of shoes, a celebration of the culture and a concert featuring rapper Slick Rick.

Of course, at this fifth-annual event, the stars of the show were the kicks. The ballroom's hallway was lined with chain-link fences on which were mounted 1,000 pairs of custom and rare sneakers, over which the attendees gushed. "PLEASE DO NOT TOUCH" read a sign, and people respected that request like art lovers would the Louvre's.



Photos for the Tribune by Danielle Goemaat



Phil shop owner Dave Jeff (top) describes some of his shoes at the Sneaker Pimps show in Chicago. Above, Chinese-dragon artistry on Nikes. At left, Nick Green of Gurnee with his Simpsons x Vans, which he slept outside of a store to buy.

Irving Sanchez, a student at DePaul University, snapped photos of shoes that caught his eye. "I'm immersed in this culture," he said. "This is like art to me. It's like wearing art."

Similar to pieces at the Louvre, styles varied here. Some shoes were intricately designed, others splashed with paint. One pair was emblazoned with Chicago's skyline, another a blooming garden, another splattered in fake blood, the shoe resembling a murder scene.

Mirroring the varied shoes, the crowd was a blend of black and white, Asian and Hispanic. It was mostly male, and mostly young, but there were some women and even some parents accompanying kids.

"The Chicago sneaker culture is not as large as New York, but it's growing," said Chicagoan Nita Banker, who helped produce this event.

"The sneaker culture is crazy—guys putting \$300 on their feet," said Morgan Bailey-Wright, a 19-year-old student at the School of the Art Institute wearing tight jeans, a cardigan sweater and a dollar-sign chain around his neck. On his feet were Nike Air Force 3 high-tops.

His girlfriend, Shani Reid, owns more

than a dozen pairs of sneakers and is always looking for the next pair. The problem is most cool designs are targeted to men, and finding small sizes is tricky, she said.

**Meet, greet, feet**

So what's the fuss, you might be asking yourself, especially if your closet has a single pair of out-of-style running shoes.

"Sneakers make a person's outfit," said Peter Fahey, founder of the Sneaker Pimps Tour. "Not to sound too superficial, but your shoes represent who you are and what you're into, what culture you're part of."

That was personified at the Aragon Ballroom, where sneakerheads greeted one another and immediately glanced downward. Where an emcee failed to excite the crowd to dance, even when shouting over a thumping bass line, "If you're a sneakerhead, make some noise!"

It's not that these sneakerheads weren't having fun, surrounded by thousands of shoes and hundreds of fellow shoe lovers. They were having a blast.

It's just that you don't shout in an art museum. And you don't step on a Picasso.



Chris "C2" Hul of Milwaukee works a pair of Nikes at the Sneaker Pimps in Chicago. He sells customized sneakers via the internet for as much as \$30.

## Your Nikes as a blank canvas

At the Sneaker Pimps Tour, Chris "C2" was busy painting on shoes when he v-glad-handling fans and talking shop.

The 17-year-old Milwaukeean has customized sneakers for four years, and he sells to customers around the world via the Internet for as much as \$300.

"People who are into sneakers want something different," he explained, glad down at the Vans on his feet, hand-painted to resemble Homer Simpson's favorite doughnut—pink icing with sprinkles. "I want the most exclusive shoes they can afford. One-of-a-kind sneakers."

Customizing your own sneakers is simple, if a bit tricky. C2 offers beginners tips:

- 1 Prepare your leather sneakers for painting by stripping the factory finish. Use the leather with acetone, using cotton balls for large areas and cotton swabs for small panels.
- 2 Purchase some acrylic paint, texturizing medium, a bottle of matte acrylic finisher, a variety of brushes from a local art or craft store. Mix a 2:1 ratio of paint to medium for flexible, durable paint.
- 3 Decide on a design and go to work. Be patient and build color by applying light, thin coats of paint. Allow each to dry completely before applying the next.
- 4 Spray a light coat of acrylic matte finisher and let the sneakers dry completely before you wear them.
- 5 Last, do wear your handiwork! Enjoy the satisfaction that comes from creating your own one-of-a-kind sneakers.
- 6 If your efforts fall short of expectations, visit the Web site C2customs.com to buy a pair from C2.

# **TAB 3**

# GO

LOOK SHARP//LIVE SMART

## THE KING MAKER

>INSIDE THE DEMOCRATIC REVOLUTION WITH THE MAN WHO MADE IT ALL HAPPEN

WE SOLVE  
>THE BORDER PROBLEM  
WITHOUT DEPORTING ANYONE

# \*De Niro Smiles!

(\* OKAY, MAYBE IT'S MORE LIKE A GRIN, BUT WE'LL TAKE IT )

>MAKE THE MOST OF WINTER

# 10

PERFECT COLD-WEATHER ESCAPES

>NEW YEAR, NEW YOU

THE CLOTHES YOU NEED TO LOOK GREAT IN 2007

LOSING IT?  
HOW TO SAVE YOUR HAIR



EXTREMELY SEXY SUPERMODEL ALERT!  
PAGE 80

JANUARY 2007  
U.S.A. \$3.99  
CANADA \$4.99  
FOREIGN \$4.99



\*  
**WHITE  
SNEAKER**

They're the shoe of the moment, made by high-enders like Martin Margiela as well as old-schoolers such as Adidas (you can't go wrong with

toe Superstars). And there's this modern classic, a twenty-fifth-anniversary edition of the Nike Air Force 1.

- + sneakers.....\$110  
by **nike**
- + shirt.....\$165  
by **burberry london**
- + pants.....\$245  
converse by  
**john varvatos**
- + watch  
by **baume & mercier**

hair by **rudi lewis**  
at **julian watson**  
agency. makeup by  
**mariel barrera** for  
**joe**. set design by  
**mary howard studio**.

where to buy it?  
see page 135.



# SOLE

SPECIAL EDITION — AIR FORCE 1



**600+**  
AF1s IN THIS ISSUE

# 25 YEARS AF1

**DJ  
CLARK  
KENT**

**FAT  
JOE**

**CHI  
MCBRIDE**

solecollector.com



\$7.99US





**FEATURES**

**SOLE**

68-72

50-74

Foot Locker

35-38

**18 [AIR FORCE] ONE LOVE**  
We can't forget about our lady sneakerheads. Check out these women with kicks of all kinds. From the gritty streets of Massachusetts all the way to New Zealand, ladies love their AFIs.

**20 AIR FORCE 1 COLLECTORS**  
Meet some serious Force collectors from all around the country. Find out what sparked their passion as you read these sneakerheads' stories.

**35 THE RISE OF THE AF1**  
This roundtable of Foot Locker footwear buyers share their knowledge and stories of how the AFI rose to prominence. Who says that sneakerheads can only be found in the streets?

**38 "I PICK MY KICKS FIRST"**  
Fat Joe is a collector of a different breed. Meet the man who throws away a pair of white on whites after one use, licks the bottom of a brand new pair, picks his sneakers before his outfit and will pay the FedEx guy to steal Jay-Z's kicks.

**42 AIR FORCE 1: THE HISTORY OF A SPORTS AND FASHION LEGEND**  
Charles Fox leads us through a course of AFI History 101. Meet some of the key players in the emergence of the sneaker and discover facts you didn't know about the legend that grows with every pair.

**50 NO C MODEL FOR HIM**  
No AFI issue could be complete without Mr. Chi McBride. A collector willing to search the world over, he discusses the shoe, and the benefits of sneaker collecting for those who share his passion.

**58 BROAD STREET BULLY**  
Anthony Gilbert takes us to where the Air Force 1 legend started – the streets of Philly. Find out how this everlasting connection started, how it made its way from Moses to 'Sheed, and how it will remain a constant in the games of basketball and fashion.

**62 NIKE AIR FORCE 25 SUPREME**  
Nick DePaula discusses the brand new Nike Air Force 25 and gives the lowdown for the sneakerheads in a way that you won't find anywhere else. Find out what you'll like, not like and how it stays true to its original form.

**68 FLIGHT SCHOOL**  
Andre Iguodala steps into the spotlight in Philly now that a certain someone has packed their bags and headed to Denver to join Melo. But that doesn't stop him from taking the time to preserve an awesome collection of kicks. Meet the player and sneakerhead and find out which pair of AFIs are his favorite.

**72 1 AND ONLY**  
Of course we know who The Man is, but everybody knows that 'Sheed is the catalyst for the Air Force 1 in modern-day basketball. Get the low down and your straps down for this rare, exclusive interview.

**74 NOT A COLLECTOR**  
Everyone knows who the Air Force 1 guy is; it's Clark Kent. Meet the man who owns over 4,000 pairs of sneakers, doesn't display a single pair and wears every one. And wait 'til you hear some of the things he has to say.

**84 SOLEART**  
Although words are a big part of what we do, being a magazine and all; there are no words that can do justice to the sneakers that were designed for our custom AFI contest. Prepare yourself to be awed by these amazing designs.

**108 SHOWCASE**  
As Nike celebrates a 25-year legacy, treat yourself to a glimpse of the next chapter of the AFI!

**116 KICKTIONARY: AIR FORCE 1**  
Prepare yourselves for a wild ride through our most extensive Kicktionary ever! Remember old favorites and discover new ones as you travel through over 90 pages of Air Force 1 history.



## 7 LACE 'EM UP

A word from editor-in-chief Steve Mullholand.

## 8 BY ANY MEANS NECESSARY

In an Air Force 25<sup>th</sup> anniversary issue, it would be blasphemous not to discuss Moses Malone and the legacy that Philly and the Air Force 1 will share forever. And that's right, Moses still sports his low-tops.

## 10 FOCUS ARTIST

Above the Clouds and beyond the imagination is where Ira La Fontaine and Keith Kunis go in order to design some of the most innovative kicks around. Check out what inspires this extremely talented duo from Portland, Oregon.

## 12 FOCUS STREET

Mickey Mouse, See-Throughs and olive green. Sneakers come in all kinds of shapes, colors and designs. Check out some wild kicks in this issue.

## 15 CITY SHOTS

Our pictures really fit the title this time, because that's where we met these kids: on the street, showing off their Air Force 1s in a wide array of styles and colors.

## 208 RETROKID CORNER

Retrokid turns the clock back and straps himself up in a new pair of bright white AF1s and takes 'em to the court, as he tells us why they were a great shoe, then and now.

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877-749-2723**DEDICATED ISSUE**

It isn't very often that you can create an entire issue dedicated to one shoe—but we did it because we felt this shoe line has had a profound effect on the sneaker culture like no other. We could have dedicated a few pages to the AFI but what would that have gotten us? A small nod to the king which would be forgotten in a few days? No way baby—that isn't how we roll. When we have the opportunity to do things big, we go. And big is what this issue is; the largest issue of SC to date.

**THANKS**

Now on to the thanks as a lot of people spent some serious time to make this issue happen. First off, thanks to everyone who is featured in this issue as you are what makes this issue special. A seriously big thank you goes out to the SC team that hung with me every day for the past two months to complete this issue. Without your hard work and dedication we would have never been able to put together such a clean issue.

AF1 ISSUE **SOLE****NEW JOINT TO PICK UP THE MAG**

Most of you probably picked this issue up at Foot Locker or Footaction and are wondering what SC is all about. SC is a magazine dedicated to everything kicks—from the latest and greatest designs to the best performing shoes on the planet to the people that drive the culture. Although this is a unique issue of SC as it is dedicated to one shoe, it still has all of the components of a regular issue. Future issues will be available at Foot Locker and Footaction so be on the look out every two months for the latest and greatest.

Go!

Now flip the page baby and dive into the soul of the AFI!

**STEVE**

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# 10 Behind the Scenes at the FNAA Breakfast



# FNN

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## Nike's Powerful Air Force One Still Soaring at 25

By JENNIFER CAROFANO

**NEW YORK** — It's a force to be reckoned with.

Since it debuted on basketball courts in 1982, Nike's Air Force One performance sneaker has grown into a global fashion phenomenon. Next year, the now-classic look turns 25. To mark the milestone, Nike plans to roll out more than a dozen styles of the iconic shoe, including two limited-edition models handmade in Italy that will retail for \$2,000, as well as a modern update that's been dubbed the Air Force 25.

The company is also launching its first line of apparel under the Air Force One label: a men's collection of lifestyle and performance T-shirts, hoodies and See **AF1**, page 16



## Good Match

Tennis looks are pretty as a picture for spring '07. The category scores big points with performance footwear that blends form and function on the court. Here, a head-to-toe look from REEBOK.

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# AF1 at 25

On the eve of its silver anniversary, Nike's legendary Air Force One sneaker is still flying high.

Continued from cover

"There are very few shoes that have that kind of emotion and that kind of bond with the consumer as the Air Force One," said Isack Fadlon, co-owner of Los Angeles-based Sportie LA. "People of all ages come into the store and everyone knows the shoe — and everybody wants the shoe."

Fueled in part by its iconic status, as well as its limited availability, the Air Force One reigns as Nike's most successful model ever. According to the most recent numbers available from Princeton, N.J.-based consulting and data firm SportsOneSource, Nike sells more than 11 million pairs of the Air Force One each year. "It is likely the most profitable shoe in the industry," said Matt Powell, an analyst with SportsOneSource.

In 1982 the Portland, Ore.-based company was experimenting with ways to incorporate the brand's new Air technology — used at the time for running shoes — into the basketball category.

"The performance requirements end up defining the direction of the product," said Kilgore, a 28-year Nike veteran who now serves as creative footwear innovation director. "And, obviously, you try to put it in the most aesthetically-pleasing palette that you can for the consumer, the basketball player."

After the shoe's launch, he never looked back. "If you are in R&D, you are always looking forward," said Kilgore. "You are rarely looking back to say, 'How successful is this product that I've done?'"

In fact, Kilgore recalls a 1986 trip to Asia where he saw his design come off the production line. "I thought we

had stopped making the shoe two or three years ago. It was just a big surprise to me," he said. "It was at that point in time that I found out they had been making it and it was actually quite successful."

The Air Force One had, in fact, originally been slated to run for just one season. But three retailers in Baltimore — Downtown Locker Room, Cinderella Shoes and Charley Rudo's Sports — asked Nike to reissue the shoe in 1984.

**Left: Only 500 pairs of this \$2,000 crocodile AF One will be available. Right, clockwise from top: The original AF One poster, circa 1983; select new AF One models hook up with the first AF One apparel collection; 2007 AF25s.**



## >> Super Fan: With 1,400 pairs and counting, ultimate AF One devotee Clark Kent can't get his fill.

Clark Kent is not a collector.

While the Brooklyn resident owns more than 1,400 pairs of Nike Air Force One sneakers, he is on a mission to sport every single one. "I am not a collector because collectors don't wear their shoes," he said. "For the past three years, I have worn a [different pair every day]."

After receiving his first pair of Air Force Ones as a member of New York's city-wide basketball league in 1982, the producer and DJ has tracked down every pair ever released. Here, Clark, 40, reveals his most outrageous purchase, his favorite version of the style and just where he stores all those shoes. << J.C.



**Pairs owned:** 1,400. "It used to be 3,800 or 3,900. I gave some away to charity."

**Pairs purchased in the last year:** 200 to 300

**Most you've ever paid for a pair of Air Force Ones?** "\$1,000 for the Playstation Air Force One."

**Farthest you've ever traveled to get an Air Force One?** "I made sure I was working in Japan at the same time they were releasing the linen Air Force Ones [in 2002]. I bought 11 pairs."

**Where do you keep all of your sneakers?** "In my mother's basement. My garage. My basement. My walk-in closet. My studio. Wherever."

**Your favorite Air Force One model?** "White-on-white. Right now, I own 50 pairs [of them]."

"The cultural phenomenon surrounding the Air Force One is due in no small part to the simplicity and craftsmanship of the original design," said Trevor Edwards, VP of global brand and category management for Nike. "It was adopted by the basketball community and it progressed into the music scene of the East Coast, particularly along the I-95 corridor between Baltimore, Philadelphia and New York."

Since the reintroduction of the Air Force One, Nike has produced roughly 1,700 versions of the sneaker, from the classic white-on-white to more recent wildly colored limited-edition runs of 25 pairs or less. In an event held in New York on Dec. 10, Nike showcased 1,000 different versions of the shoe, culled from its own archives as well as borrowed from individual Air Force One collectors. (See sidebar, below left.)

distributing the Air Force One has only fueled consumers' desire for the style. "They have always made sure the supply stays short of the demand," SportsOneSource's Powell said.

Alan Cohen, CEO of Finish Line, said, "We can certainly sell more of the shoe but, at the same time, [the limited availability] keeps a lot of excitement around the shoe so that when it comes out, it draws people to our store. There is a very loyal following for the product."

Michael Packer, owner of Teaneck, N.J.-based sneaker boutique Packer Shoes, agreed. "We have a lot of customers who want every single Air Force One that comes out—and they buy multiple pairs," he said, adding that he has steady customers who will buy as many as 30 pairs every month. "It's a classic, and it's the perfect canvas."

That perfect canvas was something designer Tracy Teague was directed to improve upon with the development of the Air Force 25.

"We really view the Air Force One, on the performance side, as the building block of everything we've done in the past 25 years," said Teague, creative director for basketball and a 16-year veteran of Nike. "So our intent was not to redesign

the Air Force One, but to look at the original performance attributes developed by Bruce in 1982 to bring a groundbreaking performance shoe to the marketplace." According to Teague, the new shoes incorporate 25

stars on the tongue and bottom of the style to tout its anniversary. But the design still features Nike's Air technology, and Teague was careful to preserve the original style lines of the classic shoe. "If you look at the upper of an Air Force One, it's very purposeful in its design," said Teague. "The design of the pattern pieces is all there for a reason. There is nothing extraneous."

Teague said he is committed to reacquainting consumers with the shoe's storied history. "We tried to take advantage of this anniversary to remind folks that yes, [the Air Force One] has become the dress shoe for our generation. But at the beginning, the Air Force One really put Nike on the map in the game of basketball, bringing in a definitive, technologically advanced product," he said. "It really changed the game."

## OLD SKOOL

**THEY ARE WEARING:** Nike Air Force Ones were given the nickname "Uptowns" when they first took the basketball courts of Harlem by storm in the early 1980s. *Footwear News* recently returned to the New York neighborhood to see who's sporting the style today. << By Jessica Glavin

**Name:** Dan Trepanier

**Age:** 20

**Occupation:** Student athlete

**When and where bought?** Internet, spring 2005

**Price:** \$220

**What do you love about them?** "The color scheme."

**Pairs owned:** 10

**Most paid:** \$220

**Favorite pair?** "Easter egg edition."

**Why is it still such a popular sneaker?** "Hip-hop music and the media publicize them a lot. Plus, they're classic."



are the classic whites."

**Pairs owned:** 6

**Most paid:** \$100

**Favorite pair?** "Classic white."

**Why is it still such a popular sneaker?** "They've been around since I was a kid. They are the ultimate classic."



**Name:** Louis Luna

**Age:** 18

**Occupation:** Student

**When and where bought?**

"This fall, at Goliath RF 105th Street."

**Price:** \$100

**What do you love about them?** "The Halloween color scheme."

**Pairs owned:** 9

**Most paid:** \$170

**Favorite pair?** "See-through Air Force Ones."

**Why is it still such a popular sneaker?** "They look good and they're comfortable."



**Name:** Kelly Robinson

**Age:** 19

**Occupation:** Student

**When and where bought?** Champs,

September 2006

**Price:** \$90

**What do you love about them?** "They have silk laces and rhinestones."

**Pairs owned:** 2

**Most paid:** \$90

**Favorite pair?** "These—classic white with silk laces and rhinestones."

**Why is it still such a popular sneaker?** "There is a pair for everyone. There are so many color possibilities, and you can add so many things on to them to make them your own."



**Name:** Dee Campbell

**Age:** 22

**Occupation:** Retail associate

**When and where bought?** "Today, at Goliath RF 105th Street."

**Price:** \$100

**What do you love about them?** "The color scheme."

**Pairs owned:** 2

**Most paid:** \$130

**Favorite pair?** "Classic all-whites."

**Why is it still such a popular sneaker?** "AF Ones started it all. It's a trend-setting shoe and they constantly evolve, so they stay popular."



# **TAB 4**



# SNEAKERS THE COMPLETE COLLECTORS' GUIDE

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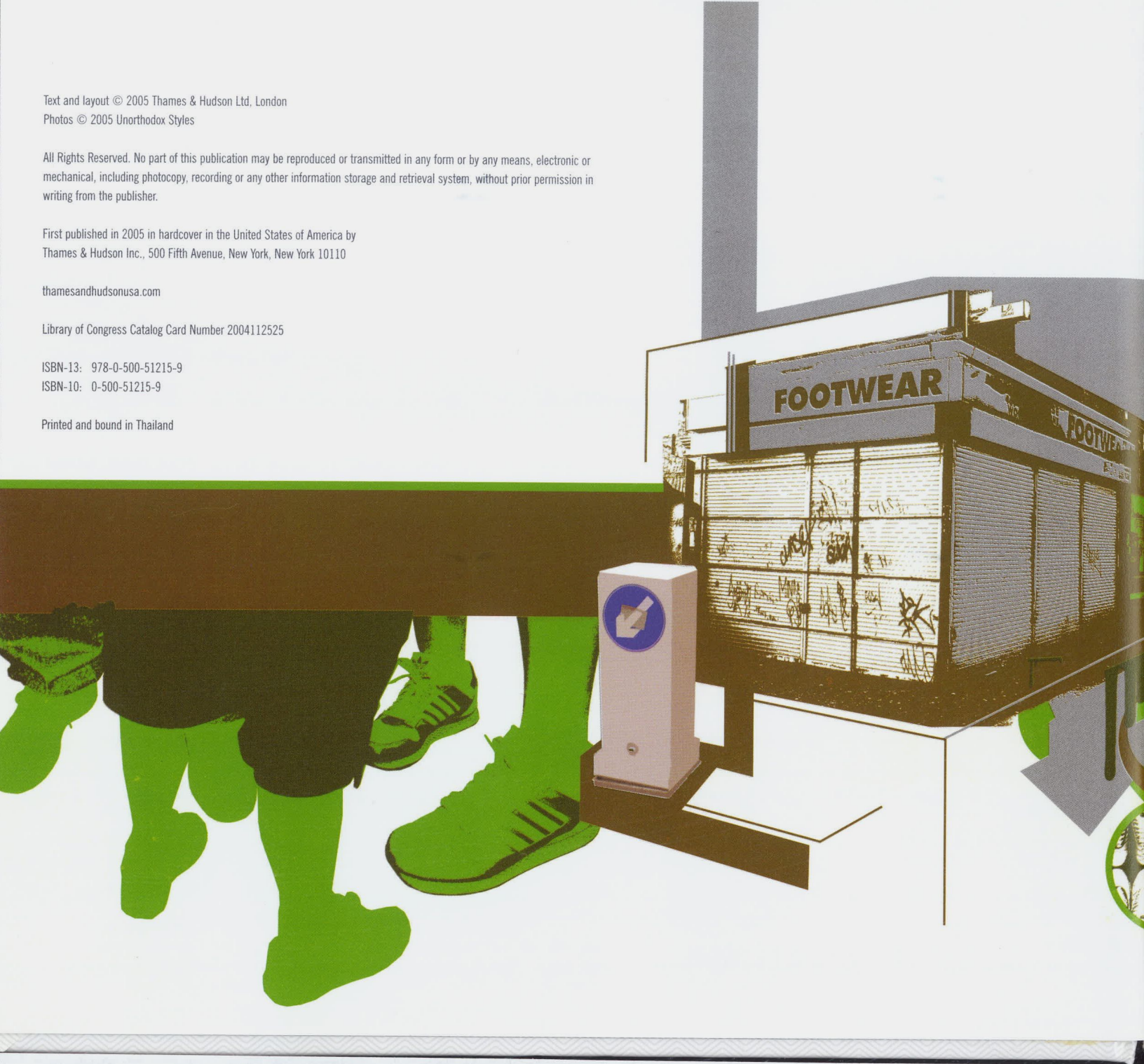
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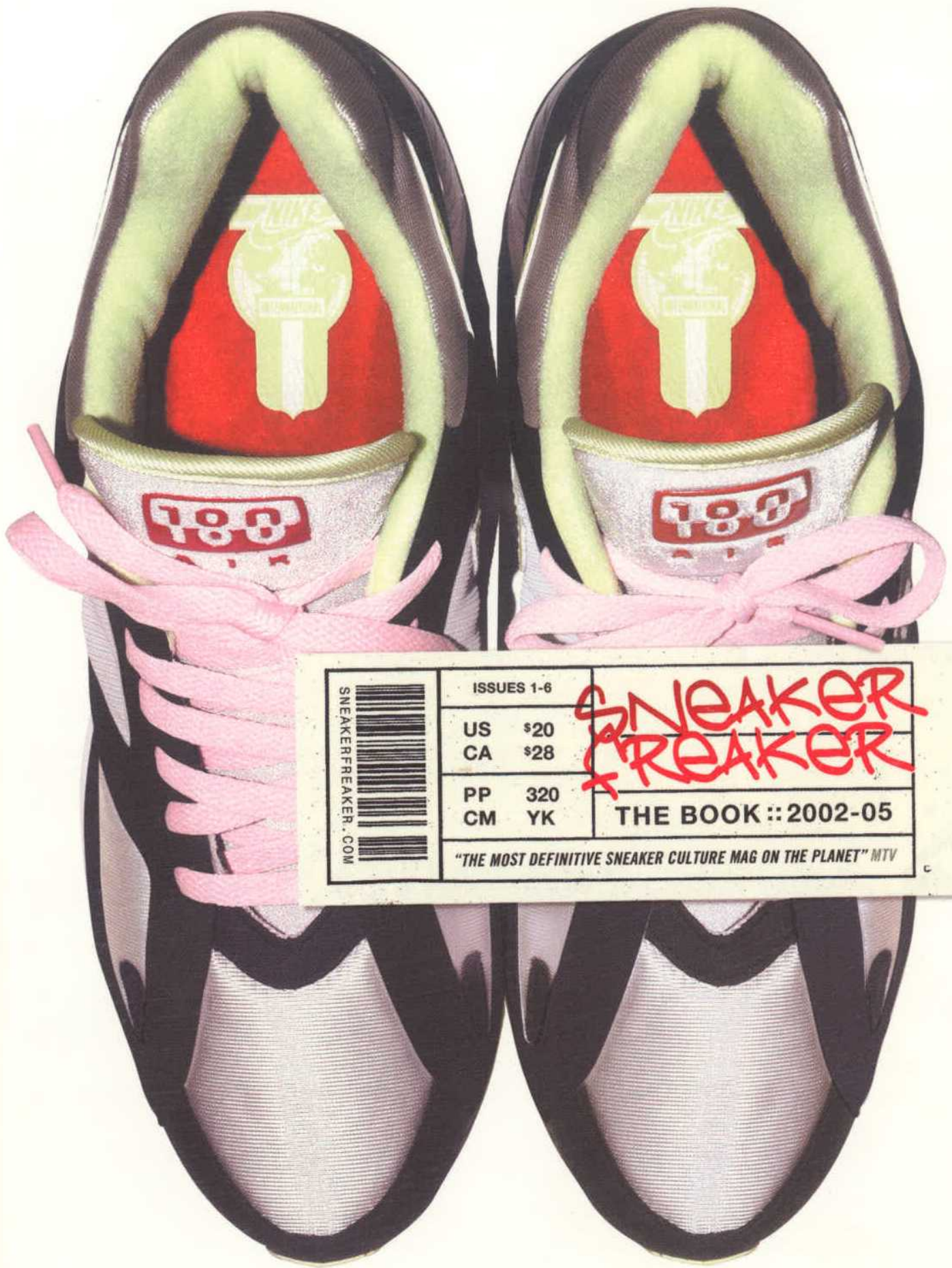
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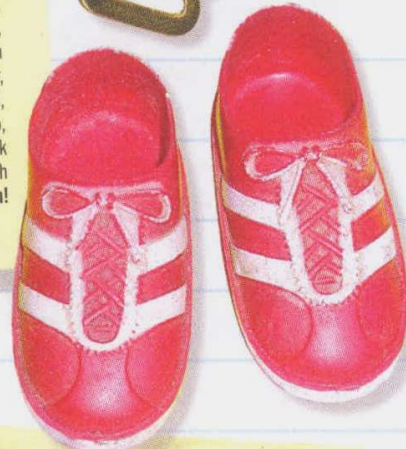
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**Keep your laces loose and your tongues tied...**



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