
AIR JORDAN 1 TRAINERS

PRESENTATION

BY KIRILL GONCHAROV



THE AIR JORDAN 1

developed with Nike and Michael Jordan in 1985. The first colouring was Bred. In the first year, 70 million pairs were sold.



THESE TRAINERS

have become iconic in the NBA and sneaker culture.



NOW THIS PAIR IS ONE
BEST-SELLING IN THE WORLD.

Many famous personalities make exclusive collaborations
with this model of trainers.



IN TOTAL,

- More than 200 colours of these trainers. The most expensive pair cost over 100.000 dollars.

