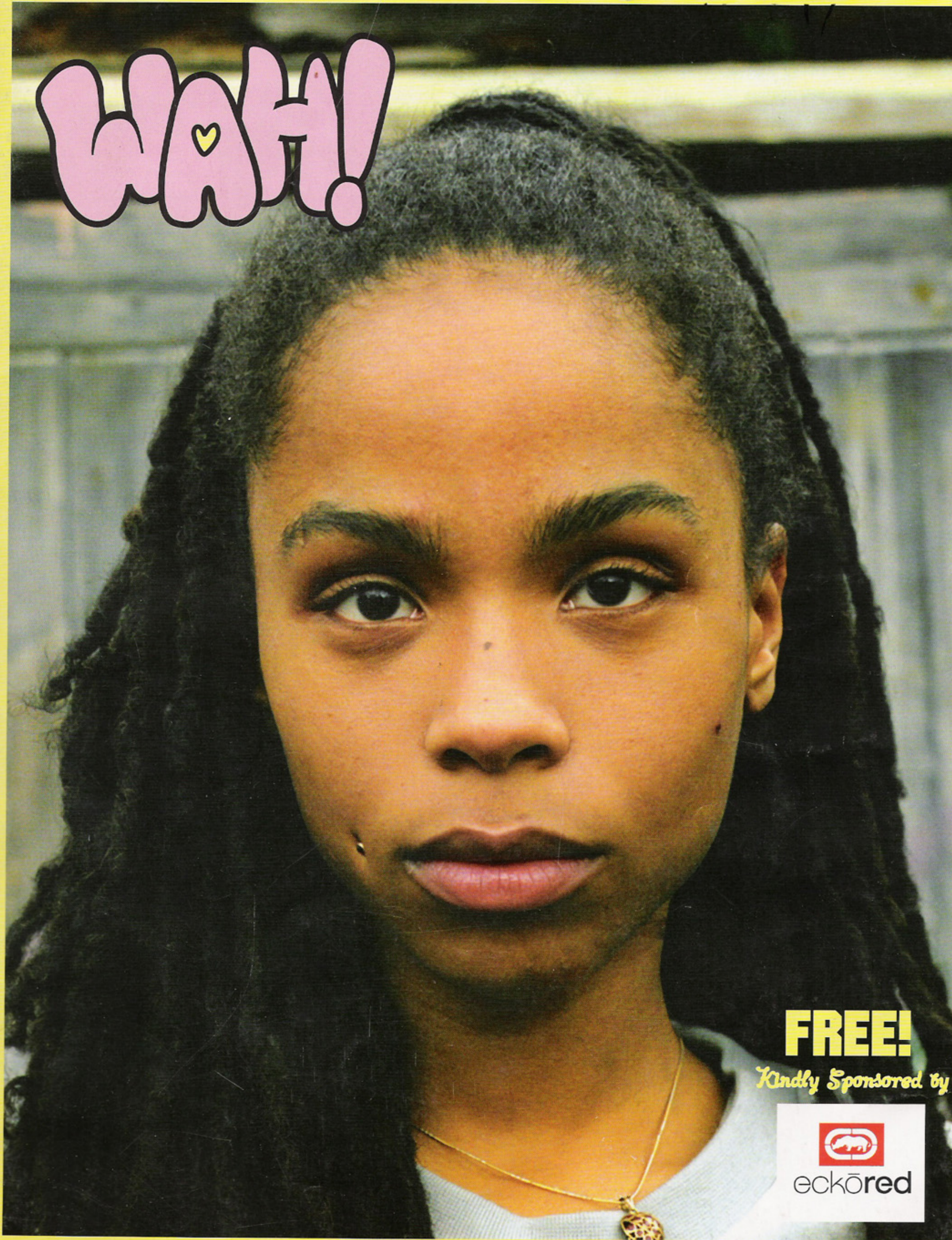


Wah!



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back in the day... 20 Years Ago

The Air Jordan I designed by Peter Moore was the first born of the now 20 Jordan family. The top selling basketball of all time was launched in 1985. Nike actually signed Michael Jordan up to create shoes for him, knowing if they didn't one of their competitors would snap him up.

The shoe (white/black/red) was banned by the NBA due to the colourway rules- there was not enough white.

This created lots of hype around the shoe and rumour has it that it was a publicity stunt from Nike.

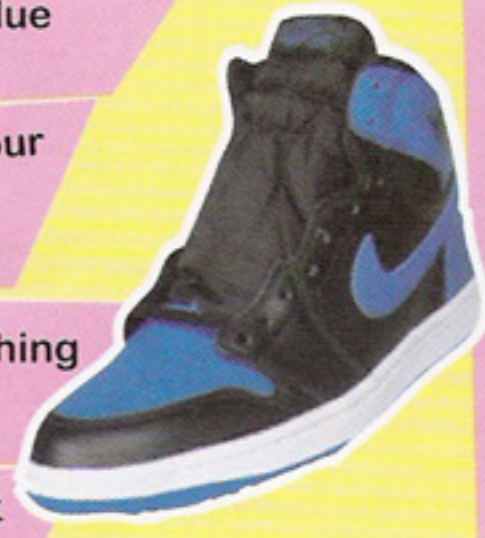
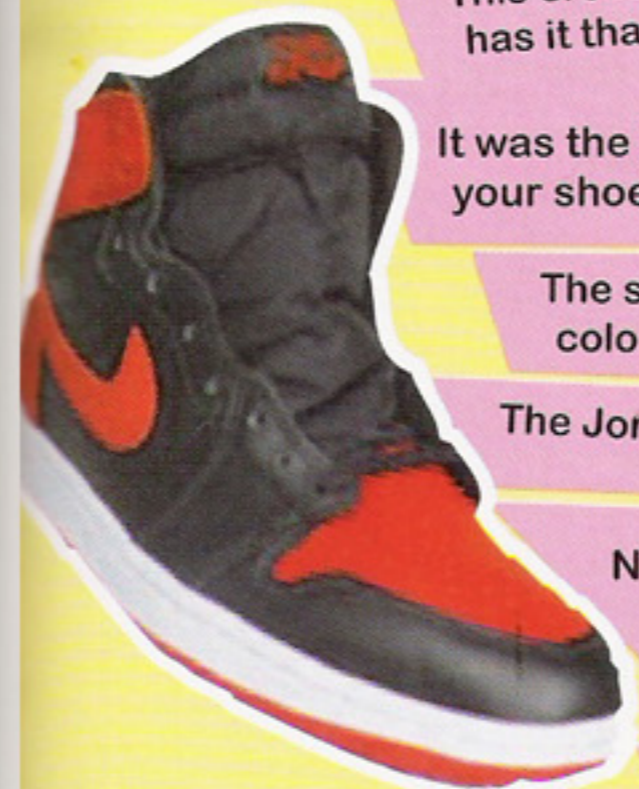
It was the first shoe to spark off the trend for matching your shoes to your basketball uniform.

The shoe was originally released in 23 different colourways, more than any other Air Jordan.

The Jordan I actually inspired the Dunk- not the reverse.

Not many people know that there was a Jordan I Low made - they are extremely rare.

It is the most counterfeited of all Nike shoes. GL



Edited by Grace Ladoja



30 Seconds with **DJ MAFIA**

Location: Melbourne, Australia
Years spinning: 11



How is your love for sneaks impacted by your love for music?
I s'pose it just derives from the love of hip hop culture and having been involved with it for over 20 years, since I was a lil' breaker...they called me "Fluoro Breaker"...cos I decked myself out in the hottest fluoro pink ensemble...with black patent shoes...cos mum wouldn't let me wear the sneaks!
What are yr favorite sneakers these days?
Either my Bathing Ape snakeskin superskates or my Nike Air 180 Unions.
Do you check out sneakers on the dance floor?
No, I'm too busy dancin' up a storm behind the decks...and I know no one has fresher kicks than me!!

NAME: Elle
AGE: 22
LIVES: London
WEARING: Pin Striped Blazers
FROM: USA
FAVE SHOE: Blazers
NEXT PURCHASE: Nike 180s



NAME: Chica Fontaine
AGE: 25
LIVES: Harlem NYC
WEARING: NB 576 PWB
FROM: Classic Kicks
FAVE SHOE: Stashes
NEXT PURCHASE: Maybe Puma IDs



Just To Get By

WHAT WE FIENDS DO TO STAY SANE...AND ON TOP OF OUR GAME!

What do you do to feed your habit? It gets crazy sometimes right? Are you a shortie out there hustling to buy some old school Jordans, or someone old enough to know better, sleeping in a sneaker line to get your chance at a pair of new Stussy dunks? We fiends do hectic things to keep our heads up, (and other heads turning!).

In case you're not sure if you're a sneaker fiend, here are some clues:
Is your day ruined if something bad happens to your kicks?
Do you drool over your new sneakers more than your sweetheart?
Do you buy trainers even when you're not sure where the rent is coming from?

If you answered yes to all of these questions, you may be in need of serious professional help (and I'm not talking about consumer therapy...) If you answered no to all of them, you're in denial, girl!

As for me, this habit has taken me on some twists this year. First I had get brave and quit my real job, cuz I had this dream, I wanted to start a sneaker website for females, travel the world to visit all my sneaker-fiending peeps, and get pics that show all those dudes (you know the ones I'm talking about) that not only do we really exist, we're nasty! HA. Don't sleep on the ladies.

Since then, it's been a wild ride. Sometimes I feel like I'm chasing a train already leaving the station! Female sneakerheads are popping up all over the globe, and not only are they buying sneakers, they're selling them, designing them, painting them, making magazines about them... flipping all kinds of scripts. So what's next? You tell me! You can find me at www.femalesneakerfiend.com. Meanwhile, keep rocking your finest and cracking necks. I am!

Lori Lobenstine
x

