

# At Nike It All Started With A Handshake

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1960-1969. According to Nike legend, the original Nike company of Blue Ribbon Sports was, "Founded on a handshake, \$500 and mutual trust." As a University of Oregon track coach, Bowerman was able to use his runners to test early Nike creations.

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Nike Basketball History Timeline, Nike Player Exclusives. Nike History. Nike all started with Phil Knight, a middle distance runner and accounting student at the University of Oregon, and Bill Bowerman Phil's coach. Their love to sports is what brought them together, but they also had a love for technology of sports shoes and apparel.

Mar 28, 2021 · The GO FlyEase, Nike's first hands-free shoe, hinges open and closed, so the wearer just needs to slip their foot in and push down in order to put it on. Nike hide caption

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Nike became the official supplier of all National Basketball Association (NBA) uniforms beginning with the 2017–18 season, and these jerseys have the Nike logo. Owing to Jordan's association with and ownership of the team, the Charlotte Hornets' jerseys have the Jumpman logo instead of the Nike logo.

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Throughout the 1980s and 1990s, Nike's focus on technology helped them revolutionize gear in a variety of sports. Athletes famous for their skill in basketball, tennis, golf and other sports became faces of the brand. Today, Nike is known for its style as much as its athleticism. Shoes like the Air Force 1 have had major impact in the worlds of ...

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