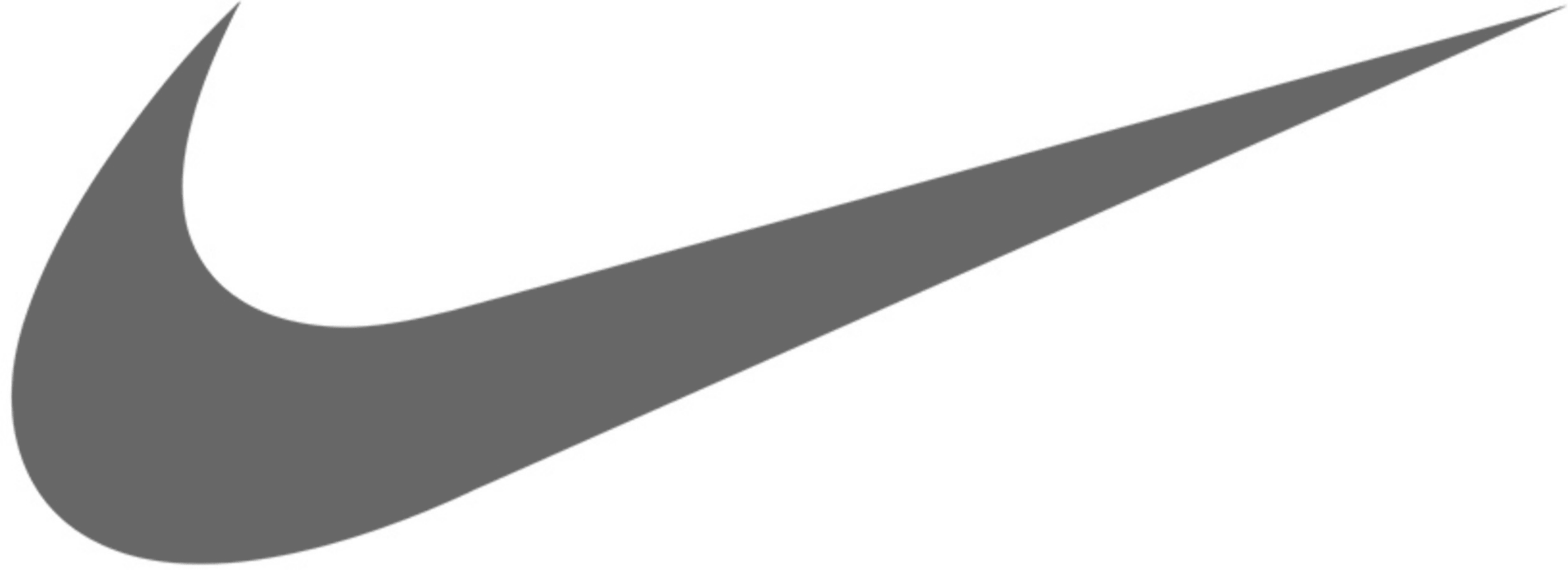
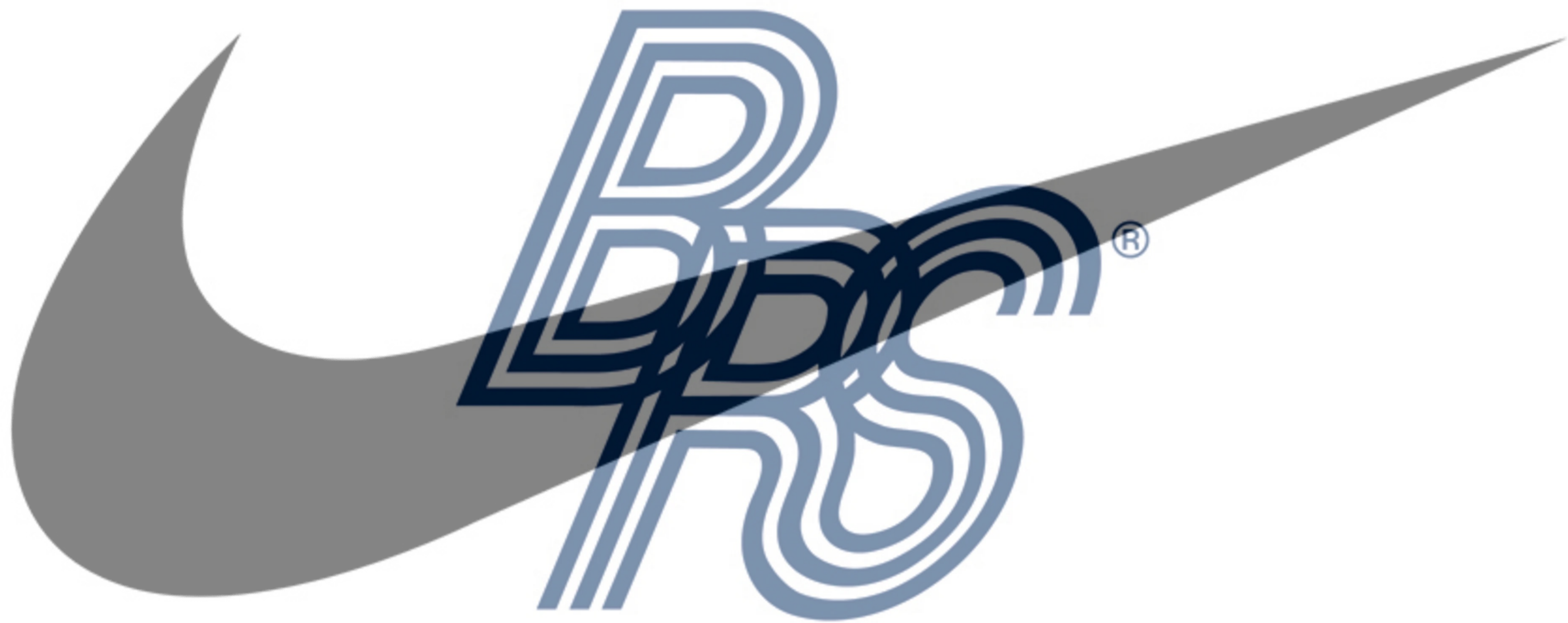




BLUE RIBBON SPORTS

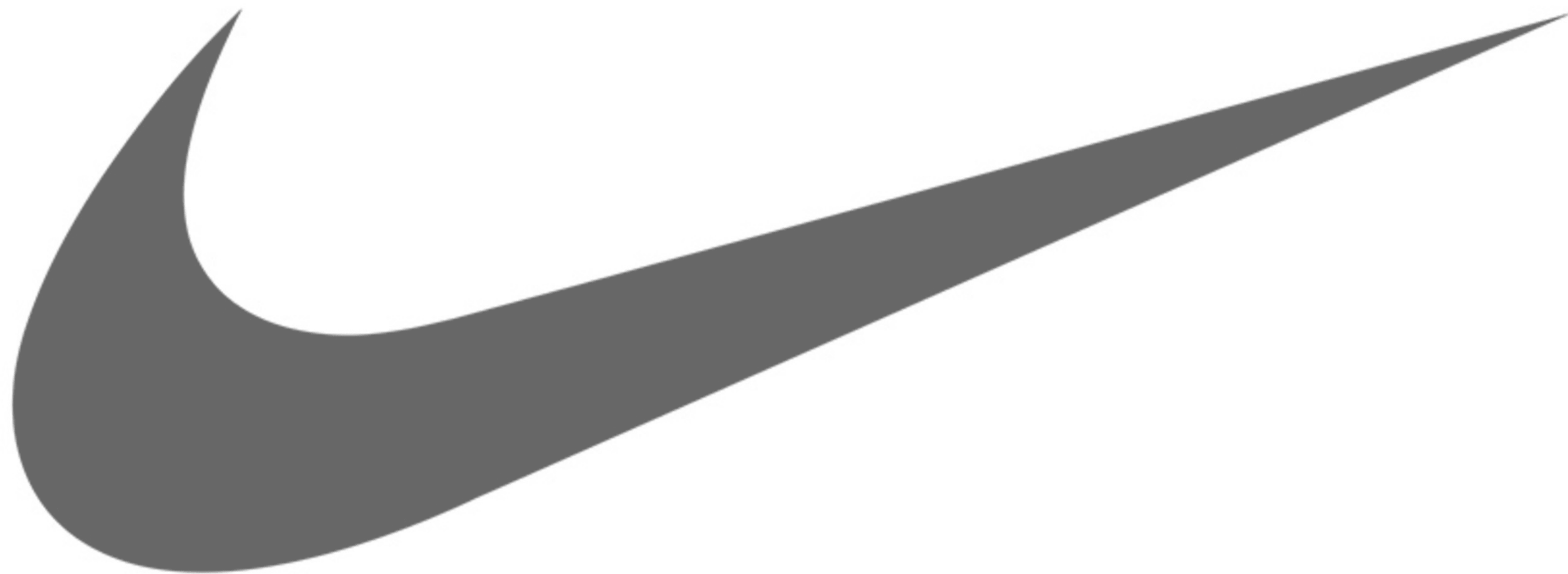




BLUE RIBBON SPORTS

mission

why does  exist, for what purpose?



mission

to bring inspiration and
innovation to every athlete*
in the world.

**'if you have a body, you are and athlete'.*

mission

to provide our customers with whatever it takes for them to perform to the best of their individual athletic abilities, both physically and mentally.

Nike - Alpha Project

vision

what is the picture—‘*image*’ of the future we seek to
create—‘*envision and enact*’ in e.g.
the next 3 to 5 years?

vision

envision—strategic foresight and design.

- what **employees/athletes** believe and want.
- what **customers/users** need and want.
- the challenge of **competition**.
- the social–economic **climate** ref.: covid

[Newsroom](#) [Company](#)

NIKE, Inc. announces Board Member John Donahoe will succeed Mark Parker as President & CEO in 2020, Parker to become Executive Chairman

October 22, 2019

Share

The Board of Directors of NIKE, Inc. (NYSE:NKE) announced today that John Donahoe will be appointed as the company's new President and Chief Executive Officer, effective Jan. 13, 2020. At the same time, Mark Parker, CEO since 2006 and Chairman, President & CEO since 2016, will become Executive Chairman and continue to lead the Board of Directors and work closely with Donahoe and the senior management team.

"This is an exciting time for Nike where we see brand strength and momentum throughout the world and great opportunity for future growth," said Parker. "I am delighted John will join our team. His expertise in digital commerce, technology, global strategy and leadership combined with his strong relationship with the brand, make him ideally suited to accelerate our digital transformation and to build on the positive impact of our Consumer Direct Offense. I look forward to continuing to lead the Board as



Newsroom Company

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October 22, 2019

Share

digital
transformation

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BREAKING CLEAR

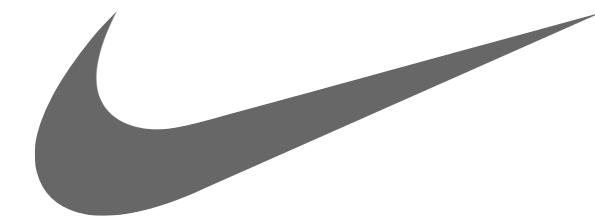
From its apps to its concept stores, Nike has been pushing hard to stay ahead of the pack. Heidi O'Neill, the head of the brand's consumer-focussed retail division, Nike Direct, explains how the iconic brand has been leading the way in both direct-to-consumer digital retail and in-person customer experiences. Fittingly, given its mission of helping athletes (brand shorthand for any Nike customer) finish first, it's winning



core-values

how do we—*want to*—act, and be seen to act?

athleticism personified, irreverence justified.



core-values

how do we—*want to*—act, and be seen to act?

- **courage** — ‘just-do-it’.
- **determination** — ‘search and destroy’.
- **individuality** — ‘I am tiger woods’.
- **self-sacrifice** — ‘there is no finish line’
- **winning** — ‘you don’t win silver, you lose gold’.



A CULTURE OF INNOVATION

the majority of our in **present** actions are guided by our interpretation of the **past**, as well as our anticipation of, and aspiration for the **future**.



A CULTURE OF INNOVATION

culture — shared-values, beliefs, attitudes and assumptions.



A CULTURE OF INNOVATION

innovation

is in essence about the successful implementation of creative and imaginative **insights** and **ideas** that have reciprocal value.



A CULTURE OF INNOVATION

ROI — in what?

return-on-investment in innovative insights and ideas
that have value.



A CULTURE OF INNOVATION

ROI

minimise or optimise risk, maximise return-on-investment.

ref.: sell more/less, charge more/less, profit more.

strategy

how do we achieve the aforementioned
mission, vision, and core-values?

platform(s)

the basis, foundation or core on which to create,
build, leverage and sustain value.

design — branding strategy

e.g. athletic footwear ‘ensuring’ and ‘expressing’

- the product as an extension of the body;
enablement, enhancement and protection
i.e. functions and features.

movement — flows and fluidity, forces and fields.

- the product as an extension of the mind.

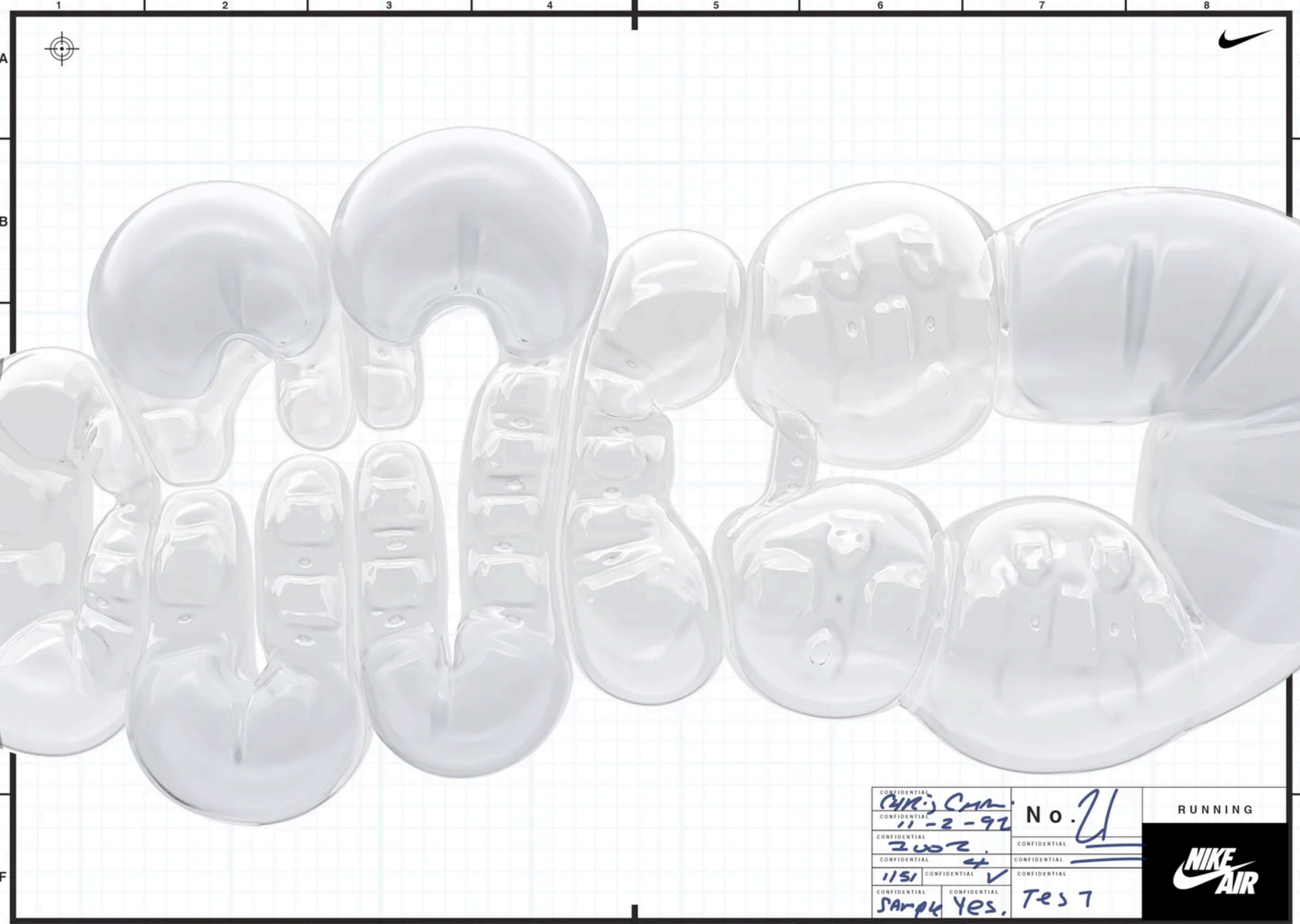
Nike Air

What is Nike Air?

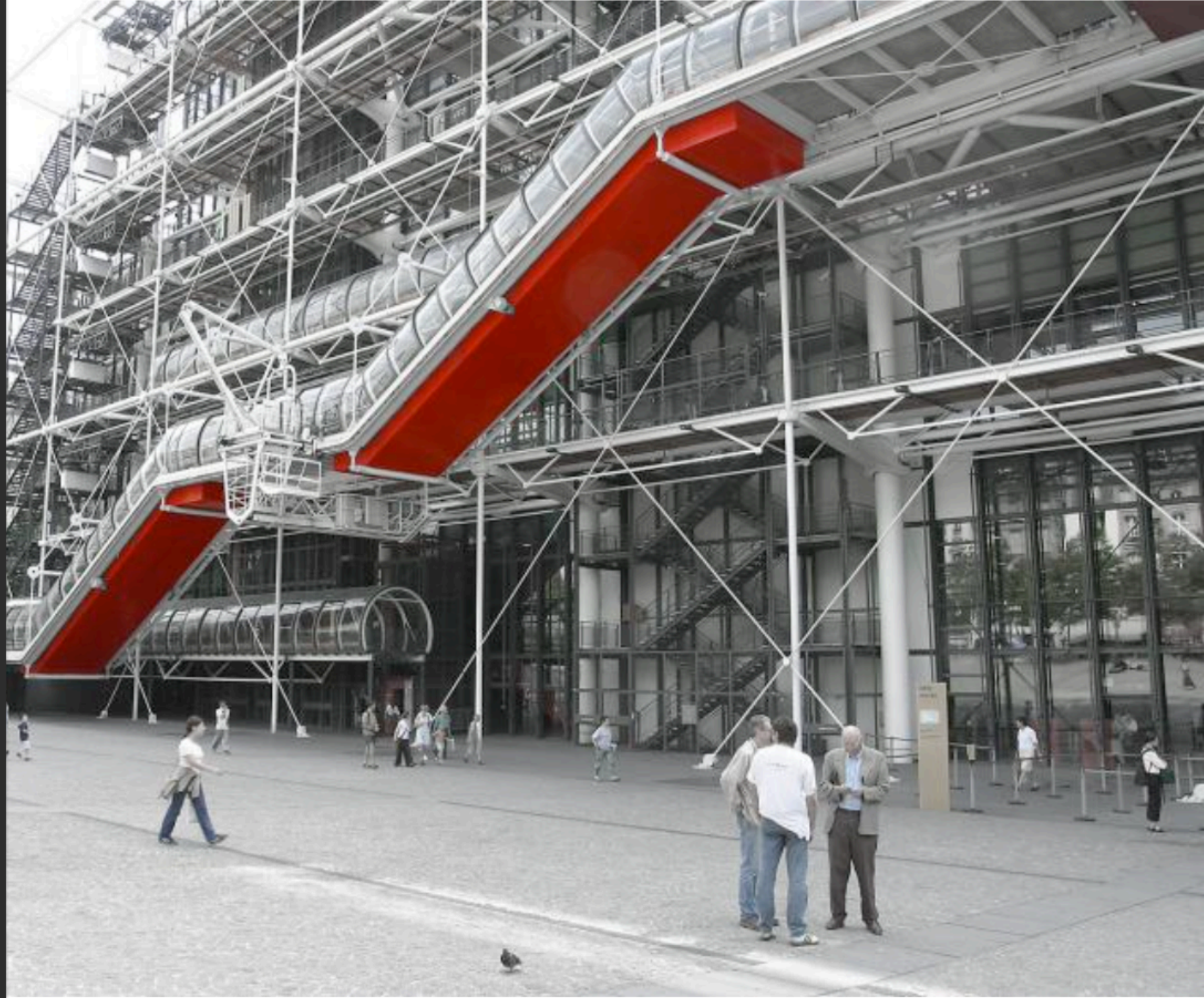
Nike Air technology consists of pressurized air inside a tough yet flexible bag and provides more flexibility and spring without compromising structure. The Air Sole units maintain their given form with elasticity, lower impact and keep the shoe snug and lightweight.

[Shop Now](#)

BEAVERTON, OREGON, USA

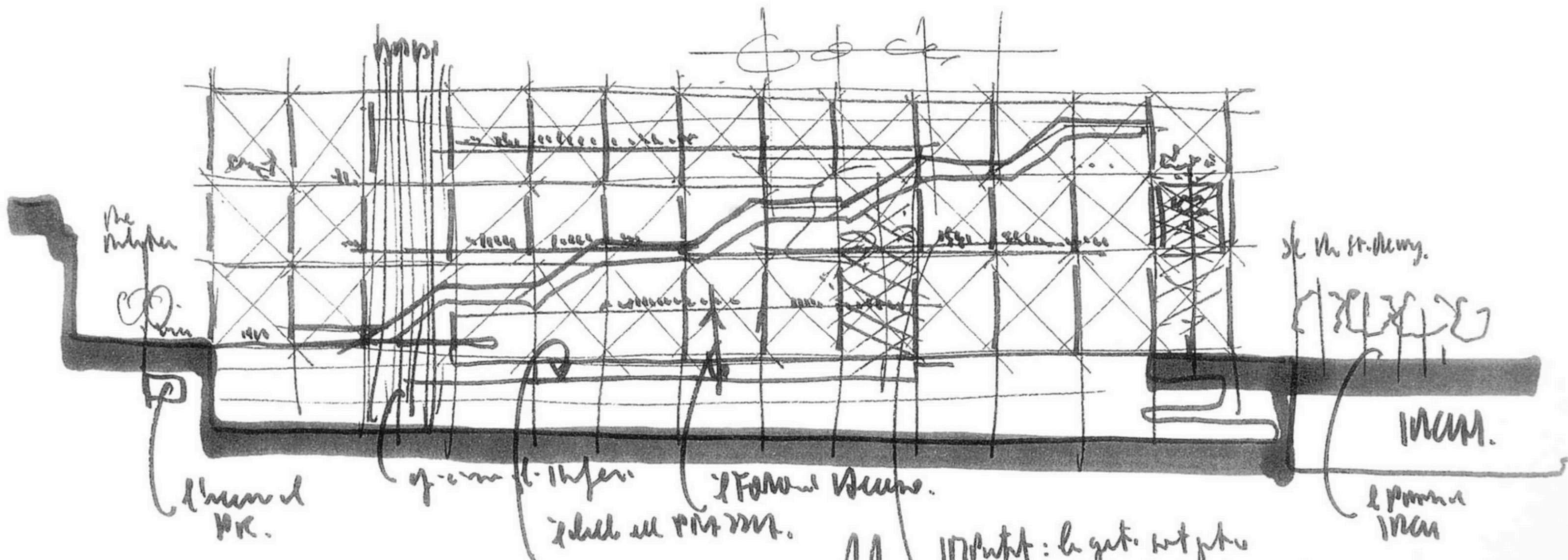


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Centre Pompidou

The building

Former French President Georges Pompidou wanted an ultra-contemporary artistic hub, and he got it: competition-winning architects Renzo Piano and Richard Rogers effectively designed the building inside out, with utilitarian features, such as plumbing, pipes, air vents and electrical cables, forming part of the external façade, freeing up the interior space for exhibitions and events. The building was renovated in 2020.





Marion "Frank" Rudy - 'Inventor' of NIKE AIR Cushioning Technology
<https://www.youtube.com/watch?v=31DEvrQdMOs>



Energy Absorption

With each step, Nike Air cushioning absorbs impact and immediately returns to its original shape to protect the body. These innovations allow any athlete to perform harder, while providing flawless comfort.







Nike Flyknit

Lightweight. Breathable. Supportive.

Nike Flyknit technology uses high-strength fibres to create lightweight uppers with targeted areas of support, stretch and breathability.

[Shop Now](#)

Nike Flyknit Technology

Inspired by our most common feedback from runners, Nike engineered a fabric that fits like a sock, with the support and durability for sport.



Lightweight Durability

Nike Air cushioning reduces the weight of the shoe without reducing performance. The lighter the shoe is, the less energy athletes put out during their performance. Athletes need the cushioning in their footwear to last, and Nike Air is designed to provide support throughout the life of the shoe.

Behind the Design

The Technology of Air



CALIFORNIA
NIKE AIR
MAX

Zoom Air

Tightly stretched tensile fibers are knit inside a pressurized Nike Air unit, giving the Zoom Air cushioning its snappy responsiveness. Each time an athlete's foot touches down, the fibers compress to cushion the impact before quickly springing back to their original state, generating an explosive, powerful response off the ground. Whether elite athletes are racing or training they look to Zoom Air for a fast, responsive ride and that snappy, quick-off-the ground feel that helps optimize their quest for speed.

[Shop Nike Air Zoom](#)

Max Air

Max Air was Nike's first visual expression of Air technology. Inspired by the avant-garde, inside-out architecture of the Centre Pompidou in Paris, legendary Nike designer Tinker Hatfield gave birth to the Air Max by opening a literal window to the sole. It single handedly kickstarted a revolution in the footwear industry.

[Shop Nike Air Max](#)

Sustainable Innovation

Air delivers on our most daring dream: helping every athlete feel the unparalleled sensation of walking on air while protecting the environment where we live and play. All Air soles contain at least 50% recycled materials and are made with 100% renewable energy. Light on your feet. Lighter on waste.