

Air Jordan XIX | Nike

An unlikely material is used to reinvent the most popular basketball shoe of all time



To please devotees of their Nike Jordan™ line of footwear, Nike created an urban sports shoe that mixed street-savvy with high-tech. Looking to stay ahead of the game and use the most advanced materials available, the company came to Material ConneXion, where they found an unlikely winner.

Material ConneXion sourced Nike a monofilament sleeving that was normally used in architectural applications to protect PVC pipes from bursting. The unique properties of the sleeving's braid allowed it to flex without stretching permanent and hug the wearer's foot, thus eliminating the need for laces.

Nike's partnership with Material ConneXion proved extremely successful: the limited run sneaker sold out within its first few months. ■

Looking to expand your design opportunities? Our Materials Library has over 4,500 cross-industry solutions to get you inspired. [Find them here >](#)

Material ConneXion®

60 Madison Avenue, 2nd Floor, New York, NY 10010

T. 212-842-2050 F. 212-842-1090

www.materialconnexion.com

Every Idea Has A Material Solution: [New York](#) · [Bangkok](#) · [Cologne](#) · [Daegu](#) · [Milan](#)