

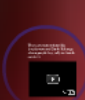


The Business of Sneakers

The athletic shoe industry generates \$5,000,000,000 annually



Culture



Sneaker Designers

- Tinker Hatfield
- Tobie Hatfield
- Robbie Fuller
- Peter Moore
- Scott Hewett
- Aaron Cooper

Design

Sneaker designs can come from company designers or collaborations with other clothing companies.



Jeremy Scott

Supreme

Kanye West

Economics

Nike owns 31% of global market shares, the highest of all footwear companies



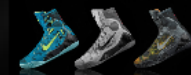
\$80 Million



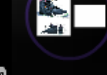
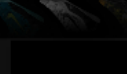
Types of Athletic Footwear
cross trainers, basketball, runners, skate shoes and cleats



Technology



New sneaker technology is making shoes more lightweight, comfortable, and breathable.



Goal

The goal of my project was to explore the economic, artistic and cultural impact of sneakers.

Global Context

I chose inquiry into personal and cultural expression because shoes are an expression of a person's style and give you a look into their personality.

Prior Knowledge

When I started my MYP project I knew a lot about sneaker brands and designs. I also knew a lot about collectable sneakers and I have attended a couple of sneaker conventions.

Knowledge Gained

I learned about company revenue and the process of making sneakers.

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Global Market Shares



In a three hour window, Nike generated \$80 million dollars of revenue, selling almost 480,000 pairs of the Air Jordan 11 "Legend Blue" sneakers.

\$80 Million

Sneaker Contracts



Who are the top three companies?



How Much Money? (Billions)

The sneaker industry generates about \$5,000,000,000 a year worldwide.



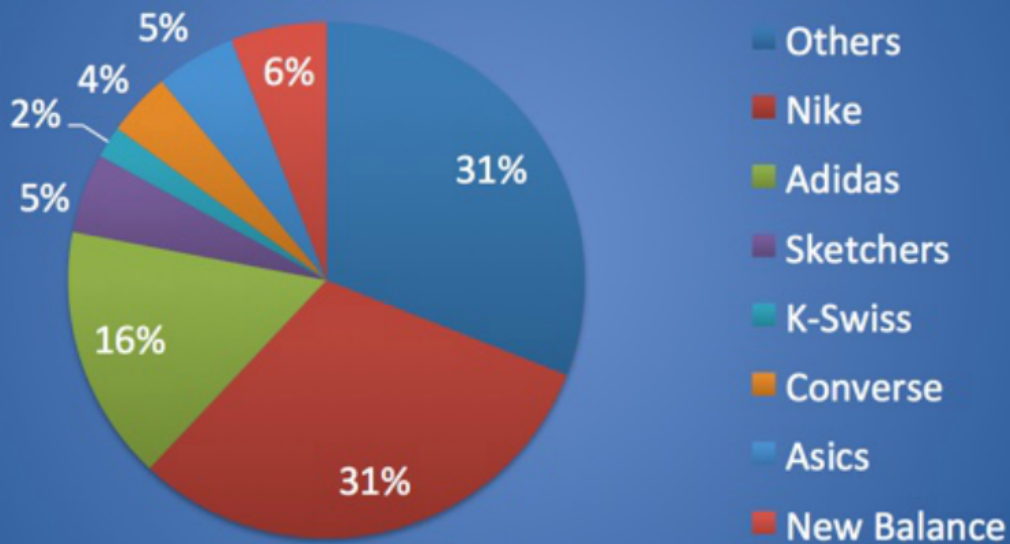
The US sneaker market remains the epicenter of the world wide sneaker business.

Most of the key fashion trends come from the US.

The National Sporting Goods Association estimates that 44.6 million pairs of running shoes were sold in the US in 2012.

Global Market Shares

Athletic Footwear – Global Market Share





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The Athletes



Basketball players, skateboarders and soccer players can earn millions from sneaker endorsement contracts.

