

APPAREL AND ACCESSORIES

## Vogue leans into sneaker craze with Jordan collaboration

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*Vogue brought its editorial eye to Jordan. Image credit: Nike*

By STAFF REPORTS

Cond Nast's *Vogue* magazine is joining fashion and sporty footwear through a partnership with sneaker brand Jordan.

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The publication has teamed with the sneaker label to release two new reimagined versions of its Air Jordan style, marking the Nike brand's first women's collaboration. While sneakers were formerly considered a functional rather than fashionable footwear choice, they have increasingly been embraced as a stylish option.

Slam dunk

The *Vogue* Air Jordans will launch in two rounds. Available from July 21, the Air Jordan 1 is made in red or white leather with a key ring zip closure and a red tongue.

On Sept. 7, the Air Jordan 3 SE will debut. This design includes red or black tweed, a nod to *Vogue* editor Anna Wintour's love of Chanel.

Both sneaker styles pay homage to the publication's leader with AWOK stamped on the sole. The editor scrawls these four letters on every page of the magazine as she approves it and gives her OK.

Both of the shoes come with an "Edited by Vogue" keychain.

The Air Jordan 1 will be retailing at Hirshleifers, Kith, Nordstrom x Nike and North America Jumpman stores, as well as on the SNKRS application.

To promote the Jordan collaboration, *Vogue* created a short film starring Ms. Wintour. She is seen in her office going over pages of the magazine at her desk.

Once an employee leaves her alone, she begins to throw a miniature basketball at a small hoop affixed to her door. The editor seamlessly switches back and forth between landing shots and writing AWOK on pages.

At the end of the film, the camera follows the ball as it rolls under her desk, revealing that the editor has been

wearing the Air Jordan 1 in red with her floor-length dress.

*Anna Wintour models the Vogue Air Jordan 1 sneakers*

Sports footwear is on point to become a major component of the luxury shoe market, according to research from Fashionbi.

The subsegment of the footwear industry has seen a 7 percent compound annual growth rate, which is leading the entire footwear industry. This will likely continue to trend upward with demand and sales rising ([see story](#)).

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