

SPORTS

Sotheby's hosts auction for Michael Jordan rookie sneakers

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An identical pair of Air Jordans signed by Michael Jordan sold last year for \$560,000. Image credit: Sotheby's

By LUXURY DAILY NEWS SERVICE

Auction house Sotheby's will host an online auction for a pair of red sneakers worn by NBA legend Michael Jordan during the start of his Chicago Bulls career.

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The auction house expects the red and white Air Jordan 1 sneakers to gather more than 100,000 Swiss francs, or about \$110,000 at current exchange, and possibly more at the auction next month. During an auction last year, an identical pair bearing Mr. Jordan's signature was sold for \$560,000.

Sneakers at Sotheby's

The sale will be Sotheby's first Swiss auction devoted to sneakers. Designed by Nike's creative director Pete Moore, the rookie Air Jordans will be among 13 pairs from current and former NBA stars such as Kareem Abdul-Jabbar, Patrick Ewing, Stephen Curry and Scottie Pippen.

Rare sneakers are driving record hammer prices. Earlier this week, a pair of Yeezy sneakers by Grammy Award-winning artist Kanye West sold for \$1.8 million through a private auction held by Sotheby's.

The samples were prototypes for a line developed by Mr. West and Mark Smith for Nike, and debuted at the 2008 Grammy Awards.

World Record: This pair of Kanye West Grammy Worn' Nike Air Yeezy 1 Prototypes from 2008 sold for \$1.8 million today. Acquired by sneaker investing platform [@raresapp](#) via private sale, the pair set a new world record price for a pair of sneakers. <https://t.co/bdgKtrHLY2>

Sotheby's (@Sothebys) [April 26, 2021](#)

Mr. West wore the sneakers during his performances of "Hey Mama" and "Stronger" at the award show, creating significant buzz among sneaker fanatics and trend watchers.

According to Reuters, the buyer was sneaker investing platform **RARES**, which paid the highest publicly recorded price for the pair.

The private sale shattered the current auction record for sneakers, far above the \$560,000 that Sotheby's garnered for the autographed Air Jordan 1s.

In February, Sotheby's partnered with Louis Vuitton men's artistic director and lifelong friend of Mr. West Virgil Abloh for a single lot event benefiting AIDS nonprofit RED. The online auction featured a prototype of the limited-edition RED LV trainers ([see story](#)).

The pair of sneakers, autographed by Mr. Abloh sold for \$41,000.

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