

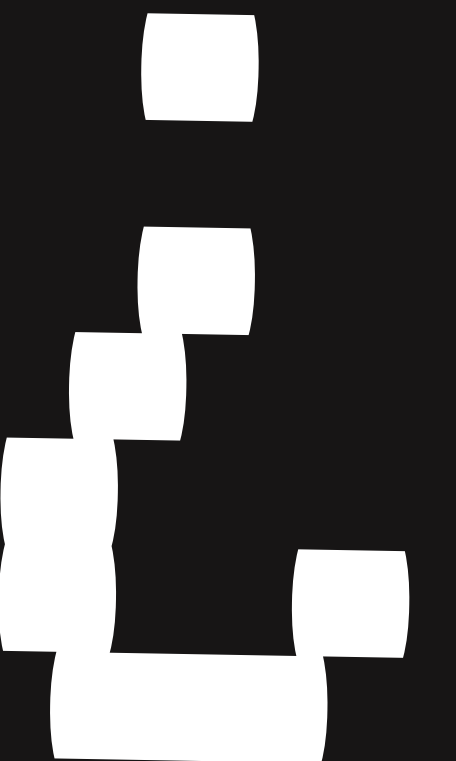
why ?

nike

We selected Nike Air Jordan for packaging design due to its iconic status in sports and fashion. The brand's legacy of innovation, athletic excellence, and cultural influence aligns perfectly with our product's identity. Leveraging the Air Jordan brand enhances packaging appeal and connects us with a dynamic, aspirational audience.

Why do we want to redesign ?

The current packaging is made from cardboard which over a period of time starts to react with rubber sole of the sneaker causing the sole to turn yellow which further leads the sneaker to lose its value .Also since the box is made up of cardboard it tends to get damaged either while transportation or over period of time it starts to wear off and in sneaker resale market the original box in which the sneakers were bought also tend to carry a very high value .

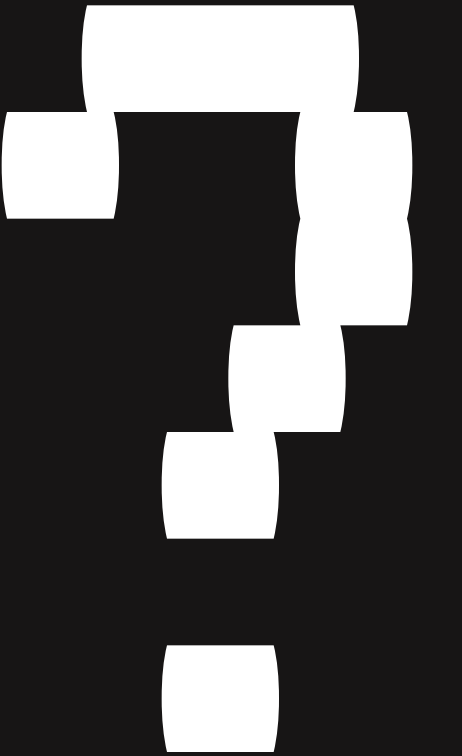


Brand Study.

NIKE



- History
- Product Quality & Innovation
- Designing & Aesthetics
- Cultural Impact



For whom do we want to redesign?

The package is being redesigned for sneaker enthusiasts , sneaker connoisseurs , sneakers heads as we want to create a sense of premiumness in their minds which the current packaging lacks to a very large extent

ORIGIN.

On October 26, 1984, Michael Jordan signed a five-year, US\$2.5 million deal with Nike, three times more than any other deal in the National Basketball Association (NBA) at the time. Nike released the Air Jordan sneaker line in April 1985 with the goal of making \$3 million in the first three years .



AIR JORDAN SALES

INITIAL YEARS

The series exceeded expectations and made \$165 million in the first 3 years.

PAST TWO YEARS

The Jordan brand passed \$5.1 Billion in revenue in 2022, compared to almost \$4.8 Billion in 2021.



REVENUE IN FOOTWEAR MARKET

YEAR 2023

Projected revenue to reach a whopping US\$39.53 Million .

CAGR between the years 2023-2027 is expected to be approximately 11.5%

YEAR 2027

Projected market volume is expected to reach US\$61.06 Million.

2.Product Quality & Innovation

Nike Air Jordans are renowned for their high-quality construction, comfort, and performance features. They have consistently incorporated cutting-edge technology and materials.

Innovations such as Air cushioning and Flyknit technology have been integrated into Jordan sneakers to enhance performance

3.Designing & Aesthetics

Air Jordans are celebrated for their iconic and innovative designs. The brand has introduced numerous iconic colorways and unique silhouettes over the years.

The Jumpman logo, representing Michael Jordan's famous dunk, is one of the most recognizable logos in the world.



4.Cultural Impact

Air Jordans have had a profound global impact on pop culture and fashion. Launched in 1985 in collaboration with NBA superstar Michael Jordan, they transcended sports to become a symbol of urban style and self-expression. Their iconic design, innovative technology, and limited releases generated immense hype, creating a sneakerhead subculture. Air Jordans connected hip-hop and streetwear with sports, influencing music videos, films, and celebrity endorsements. They democratized sneaker culture, making it accessible to diverse demographics.



Alex Saj

mumabai

Alex Jose, a 21-year-old sneaker enthusiast and marketing student. He's fashion-forward and tech-savvy, immersing himself in sneaker culture through social media and online marketplaces. Alex actively engages in the sneaker community, sharing his collection and customizing his kicks to express his unique style.

Alex depends on sneaker apps and social media for buying, selling, and connecting with other enthusiasts. He seeks real-time updates on releases and trends, often customizing his sneakers to reflect his personality.

Sneaker platforms provide Alex with tailored recommendations and real-time notifications for new releases, enriching his user experience. Brands, retailers, and influencers actively engage with him, keeping Alex informed and inspired within the sneaker community.



Susan Saj

Chennai

Susan Saj, a 27-year-old doctor, has an emerging passion for sneakers, uniquely blending her professional and sneaker culture identities. She collects and customizes sneakers, actively engaging with the online sneaker community. Susan is an adept online shopper, collaborating with fellow enthusiasts to find rare pairs. Sneaker marketplaces and communities enhance her experience, providing personalized recommendations. Brands acknowledge her influence, occasionally collaborating, creating a mutually beneficial partnership in the sneaker world.



Sam Santosh

Mumbai

Sam Santosh, a 31-year-old businessman, developed a passion for sneakers from a young age, inspired by his father's love for footwear. He values sneakers not only for their style but also for their cultural significance. Sam's professional attire often includes statement sneakers, blending his business acumen with his sneakerhead identity.

Sam is a collector and an active participant in sneaker culture. He hunts for limited releases, trades with fellow enthusiasts, and sometimes customizes his own kicks. His extensive knowledge is shared on social media, contributing to sneaker-related discussions.

Sneaker brands recognize Sam's influence, sometimes involving him in promotions or collaborations due to his expertise. Marketplaces cater to his taste, offering him tailored recommendations and facilitating his collection-building efforts. Sam's passion for sneakers bridges his personal and professional life.

opportunities.

- stackability
- yellowing of sneakers
- more premium finish
- better unboxing experience



design brief.

“redesigning the sneaker box packaging
of nike's air jordan for thier premium
users”





LA FLAME.

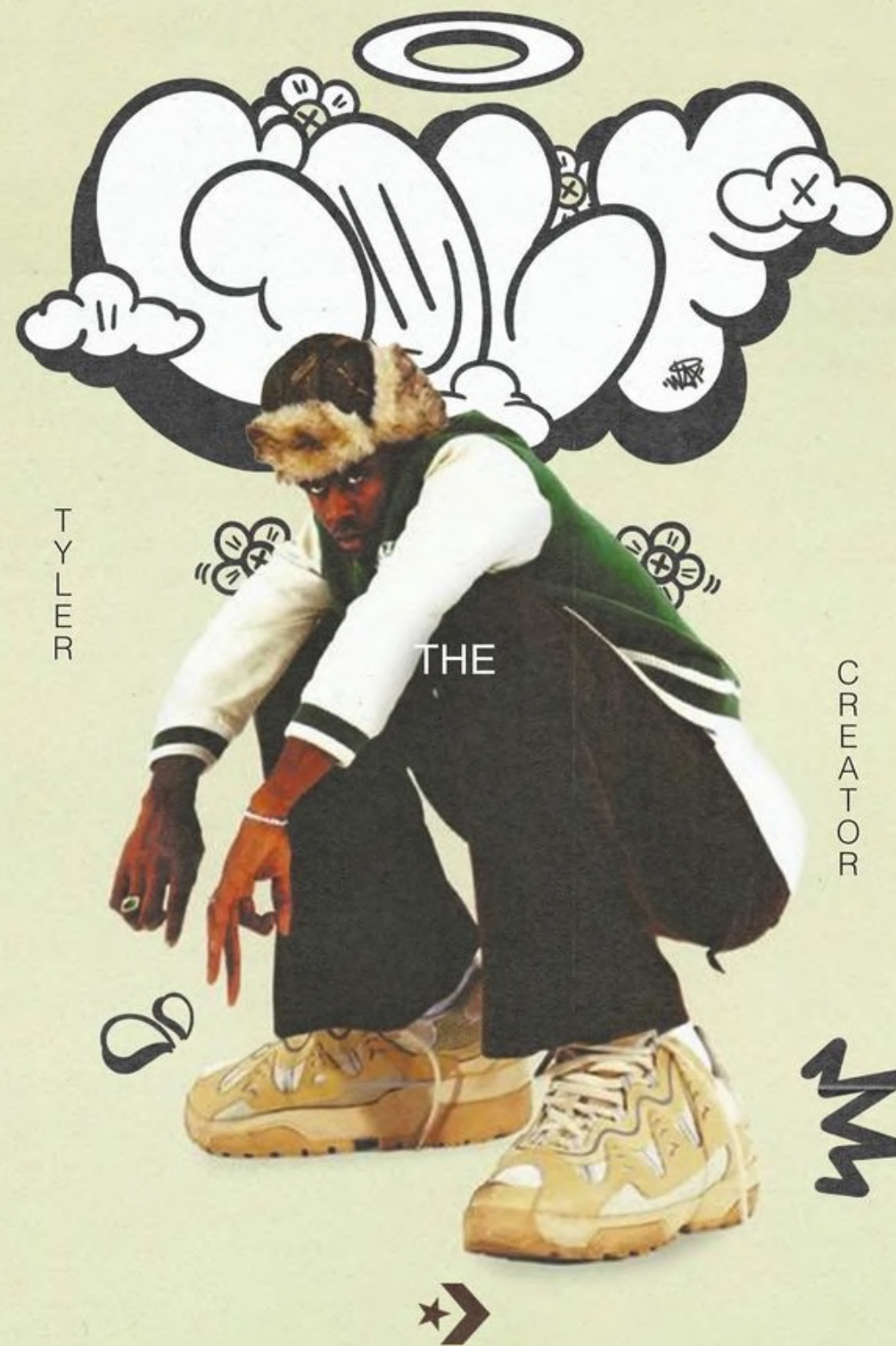
Dropping in November of 2017, the AF-100 Collection celebrated the 35th anniversary of the Air Force 1 with new takes on the iconic white/white. This year, one of the low-top silhouettes from the collection, remixed by Travis Scott, returns in a new colorway to celebrate the release of his highly-anticipated new album, ASTROWORLD. Multicolored reflective details are hidden throughout the design to represent Scott's hyper-energetic, "acid of rap" stage persona. A Houston workwear-inspired canvas upper also embodies his focused side when he's putting in work and creating every day. Finally, the shoe comes complete with removable Swoosh logos, removable tongue patches that nod to Cactus Jack Records and a lace deubre that takes inspiration from his iconic grill.

DTLR | VILLA

Nike Air Force Low 'Travis Scott'

GIANNO

*le FLEUR



Premium

Retro

Timeless

Revolution

Brand

90's

Limited

chicago bulls

Michael Jordan

Air Jordans

Culture

icon

Original

Custom

Resale

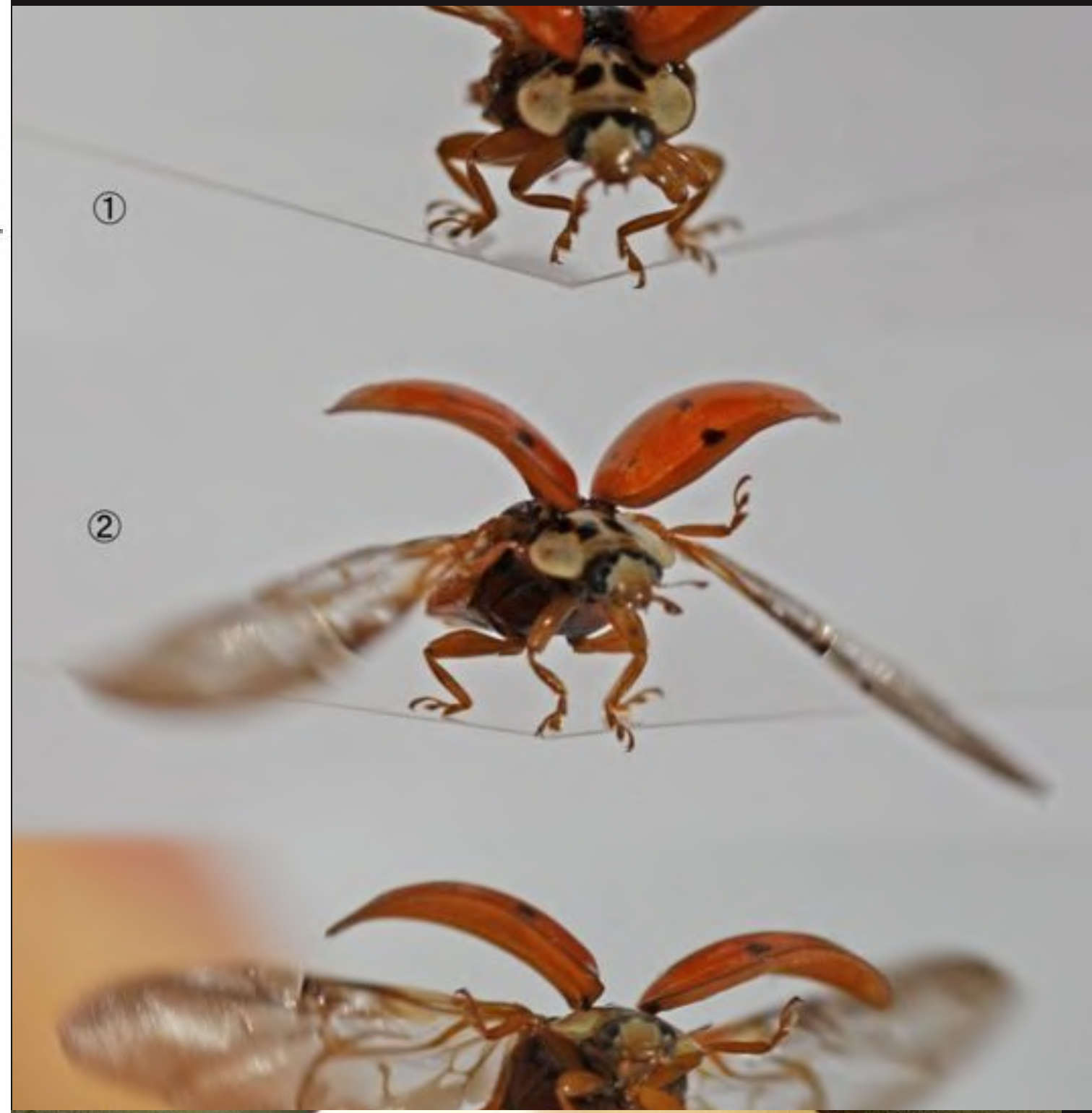
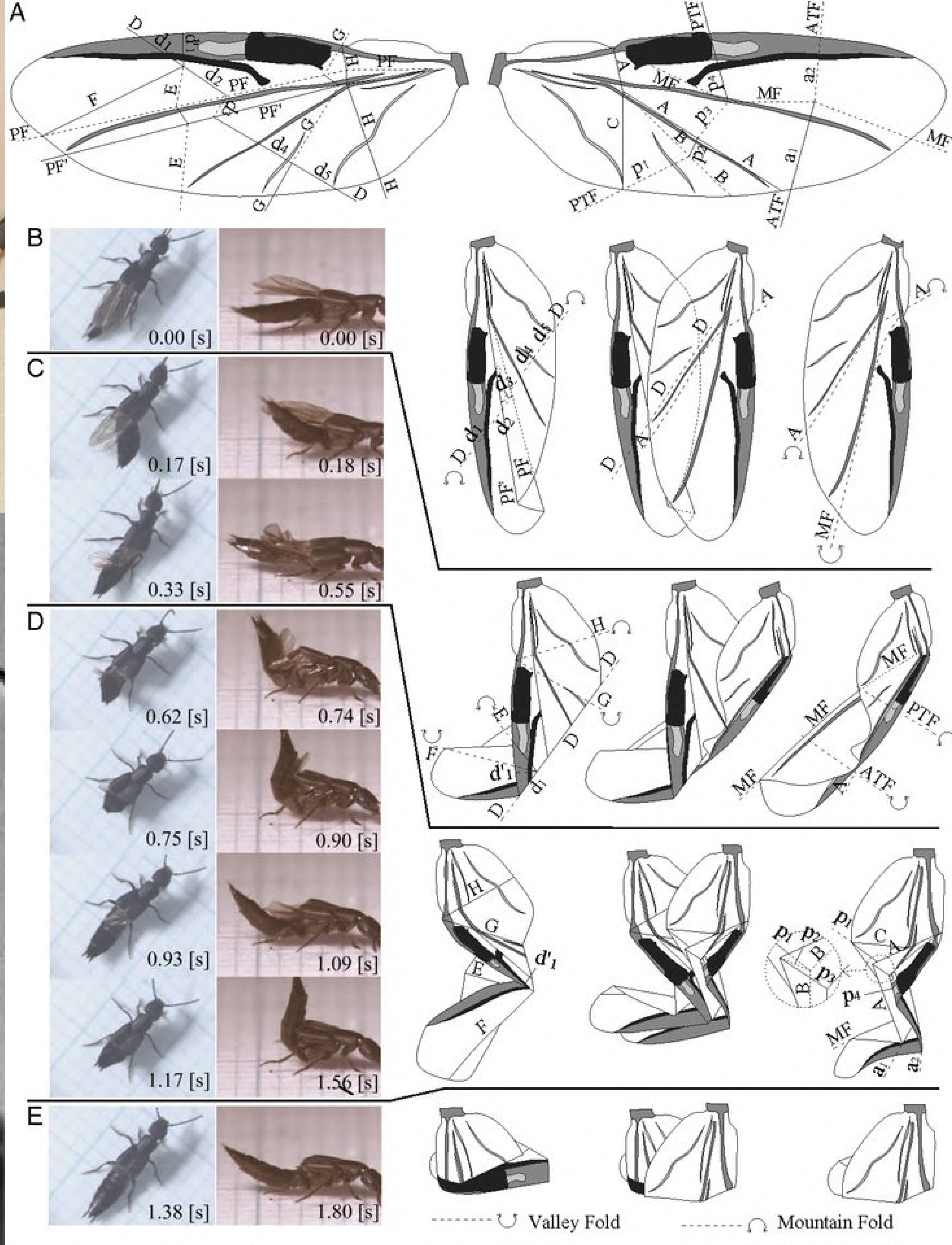
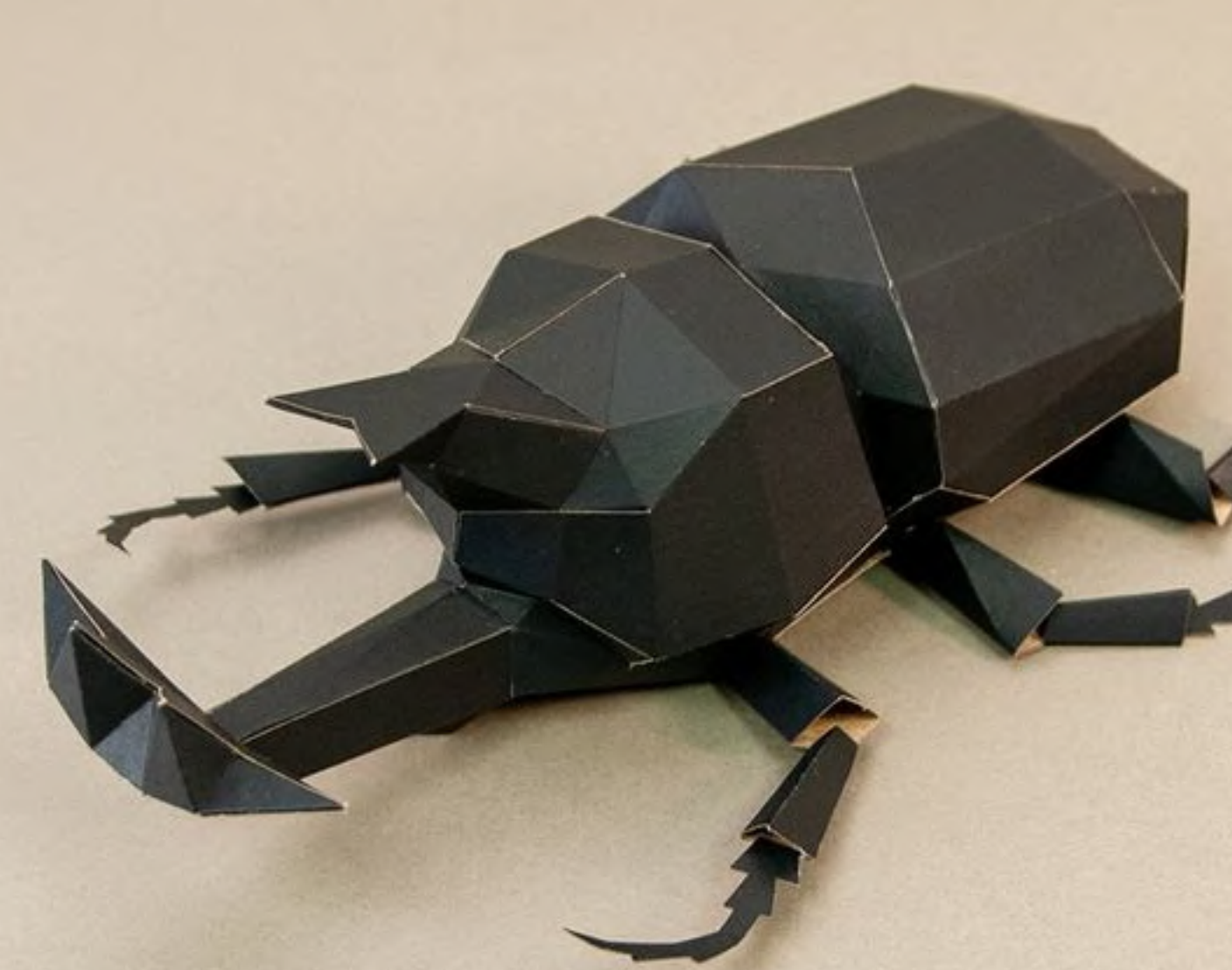
Inquire

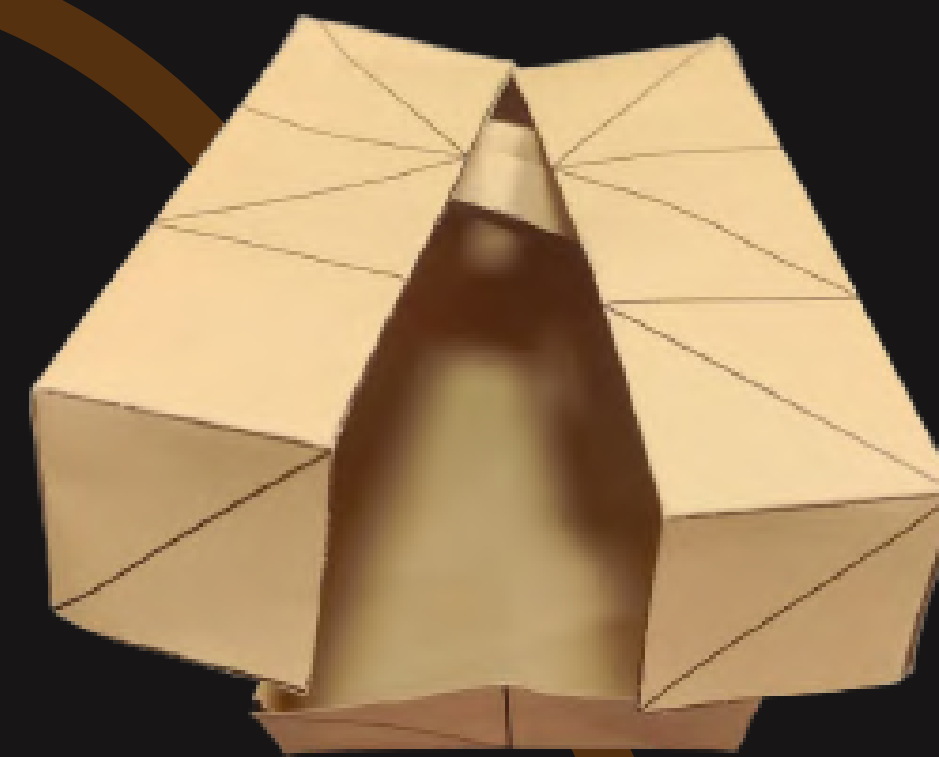
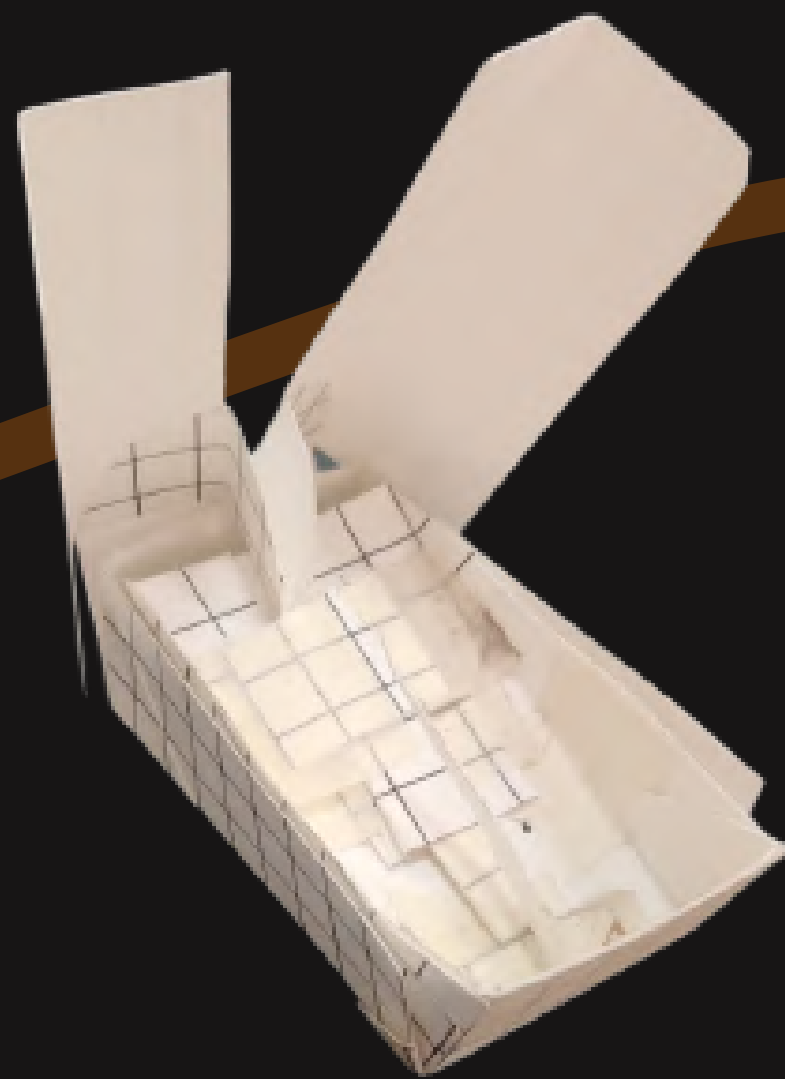
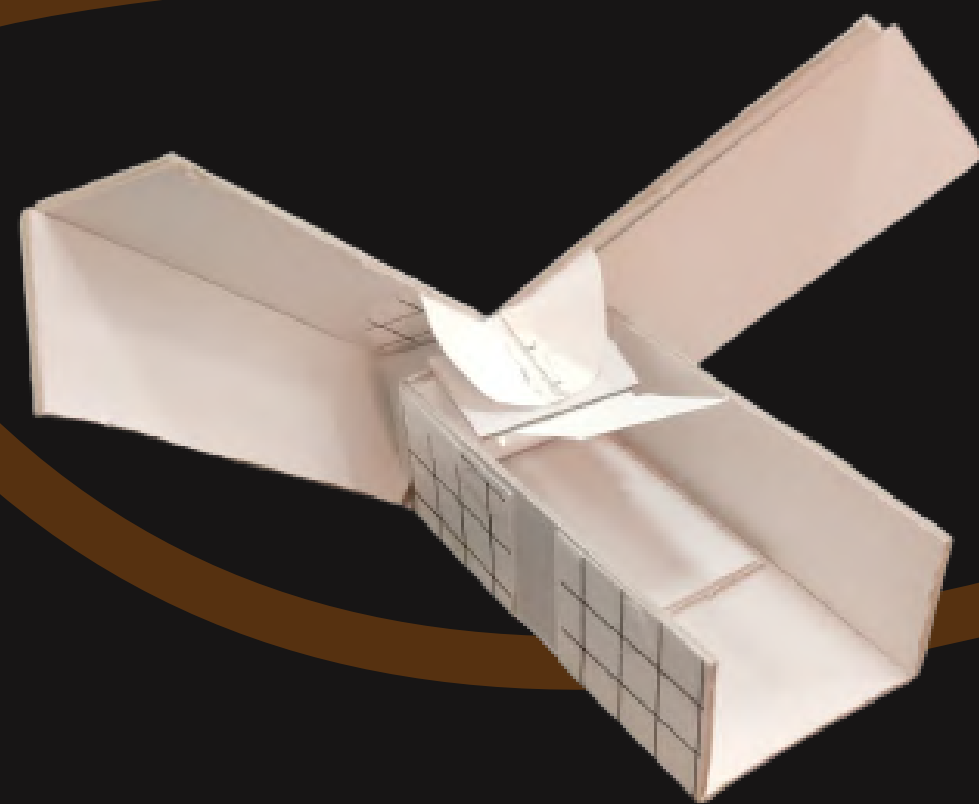
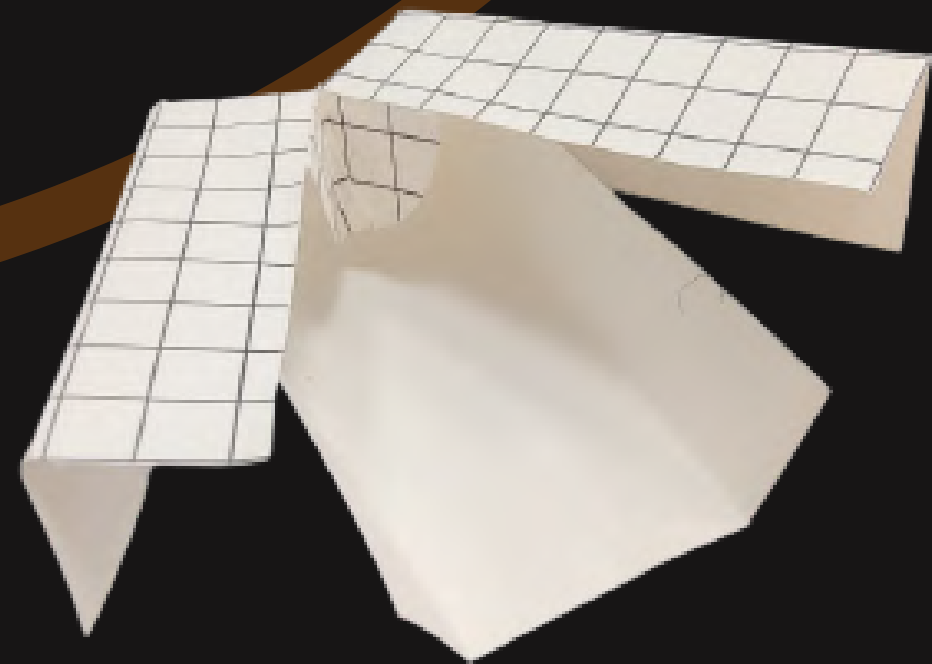
Authentic

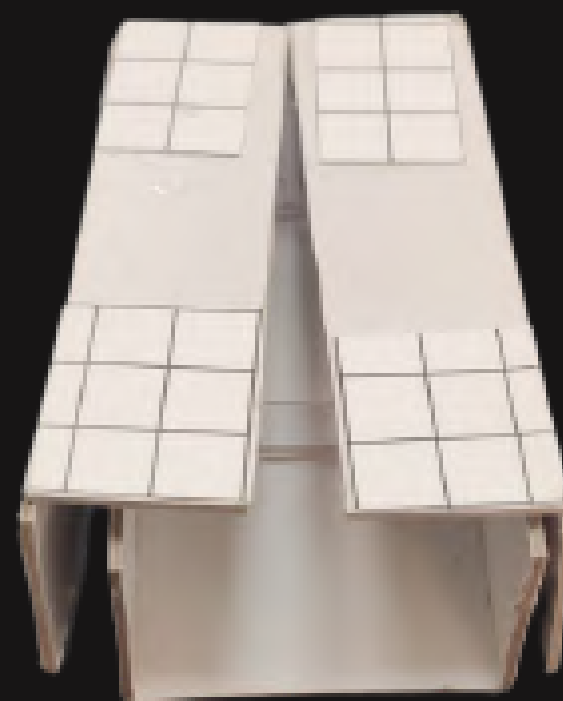
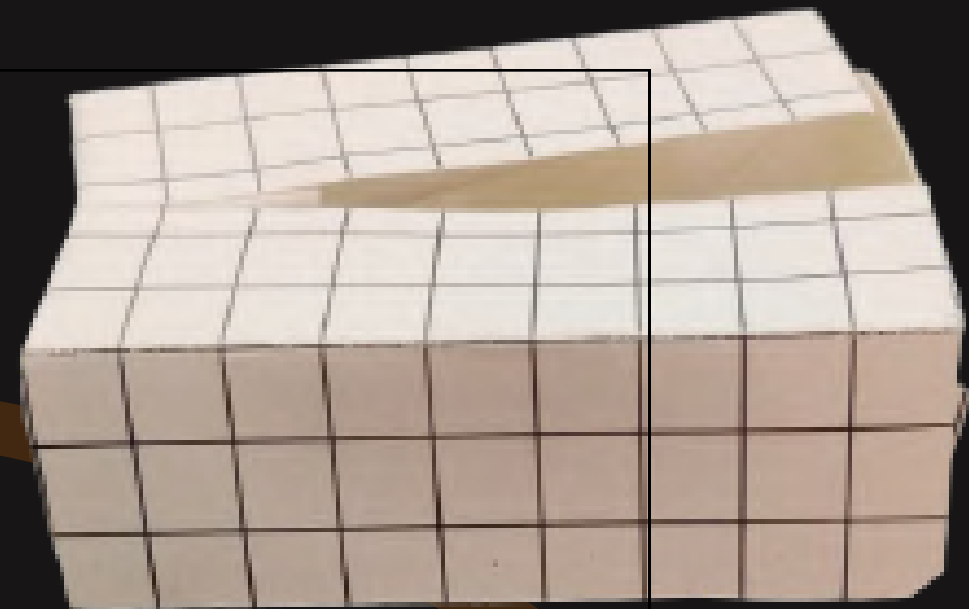
collectable

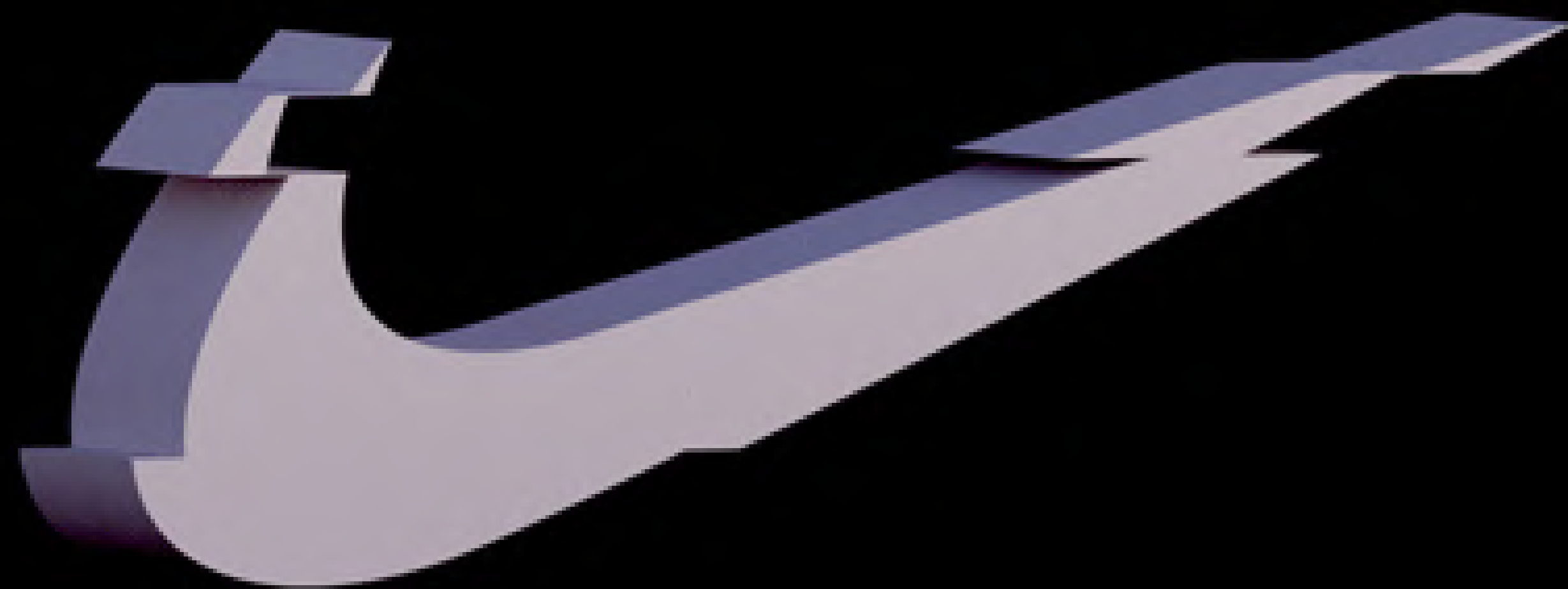






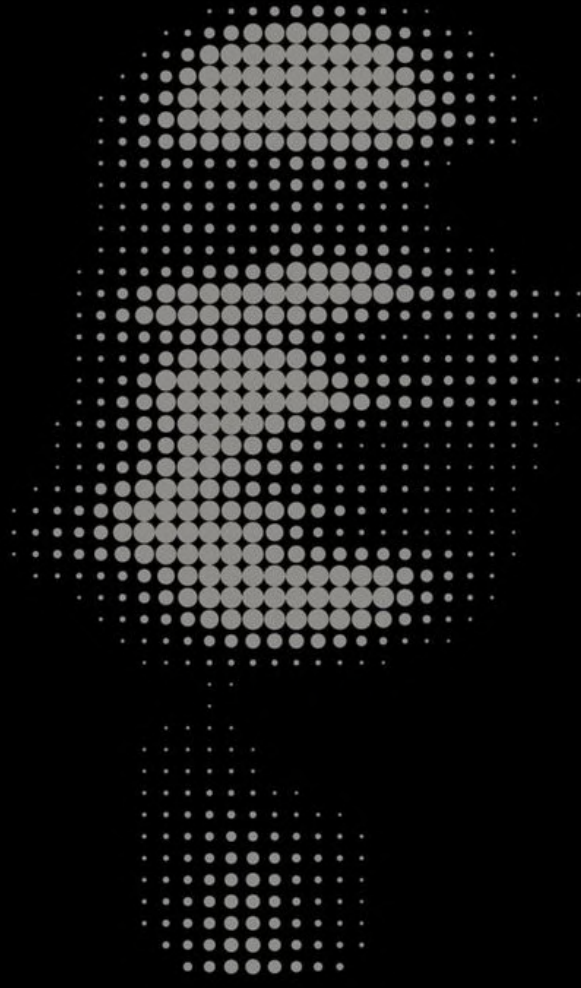




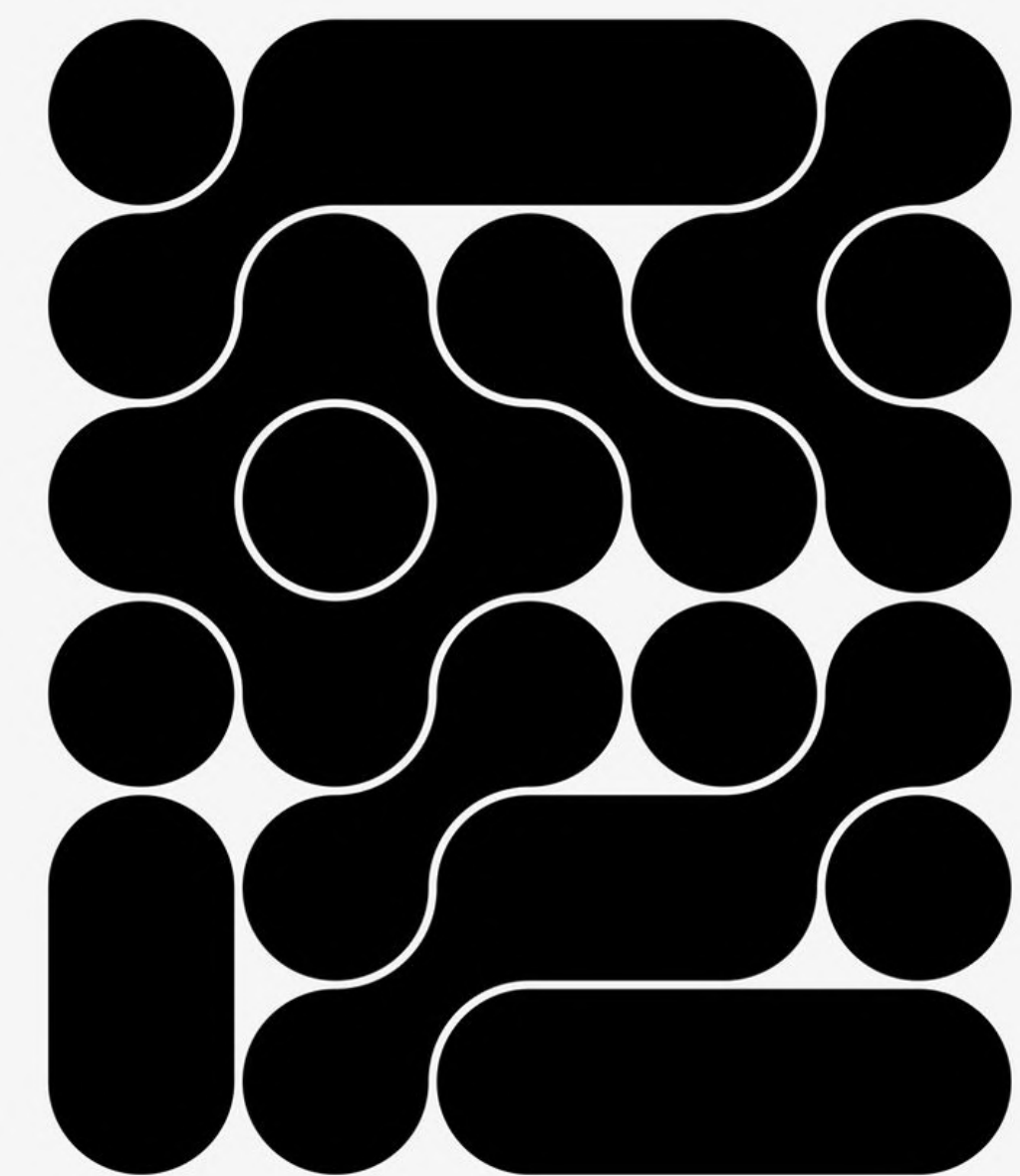
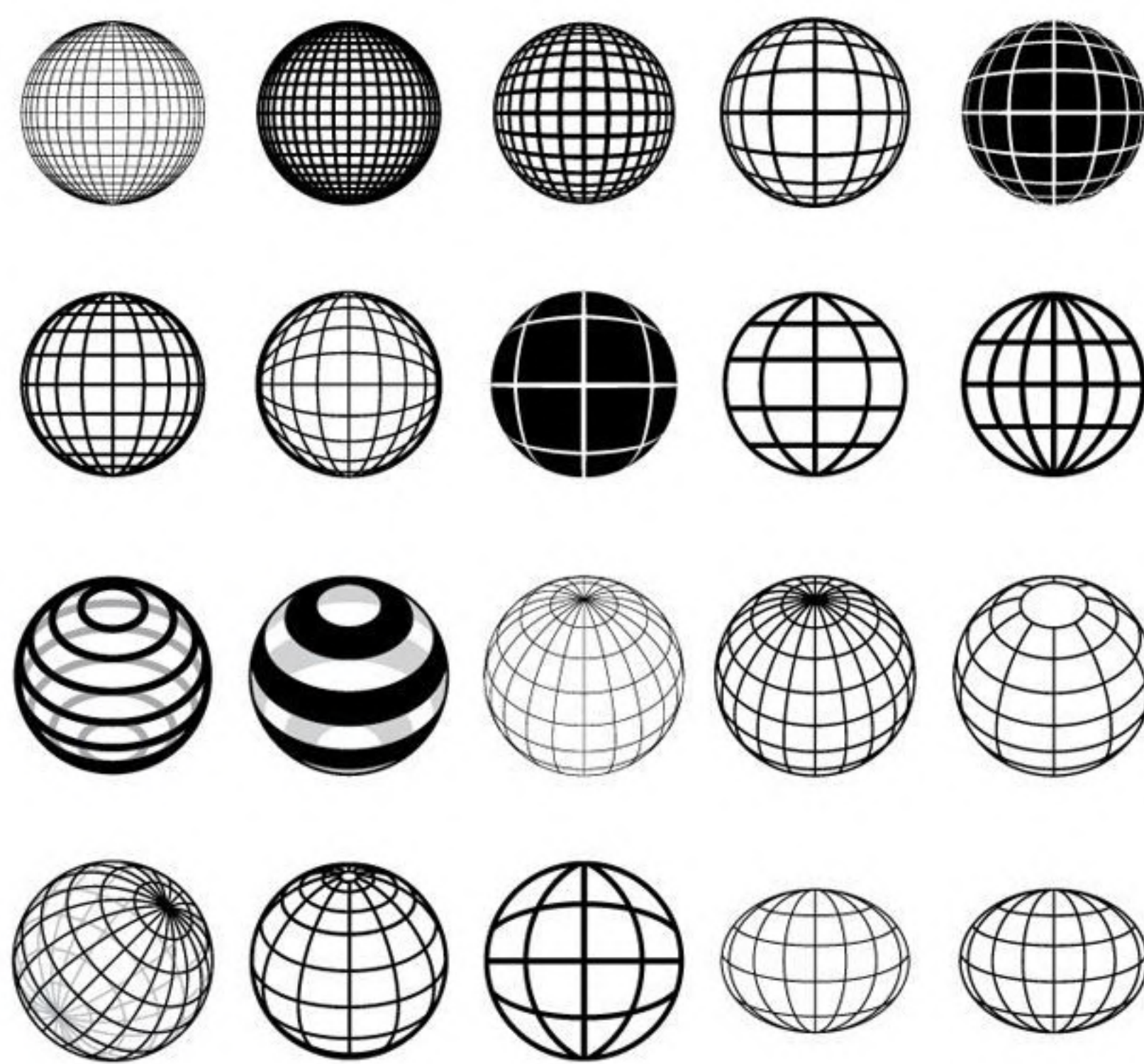


1. Premium
2. Unique
3. bold
4. Minimalist
5. Exclusive

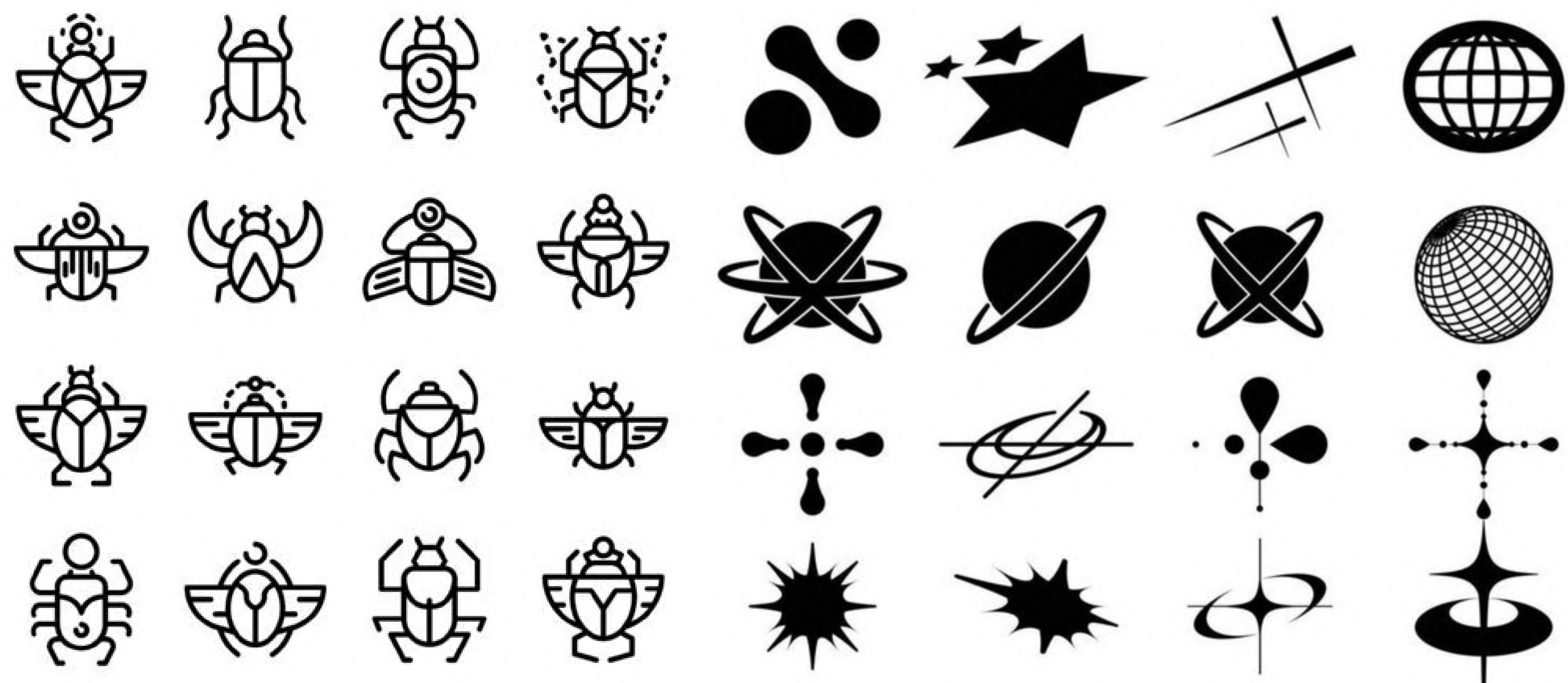
KEYPOINTS

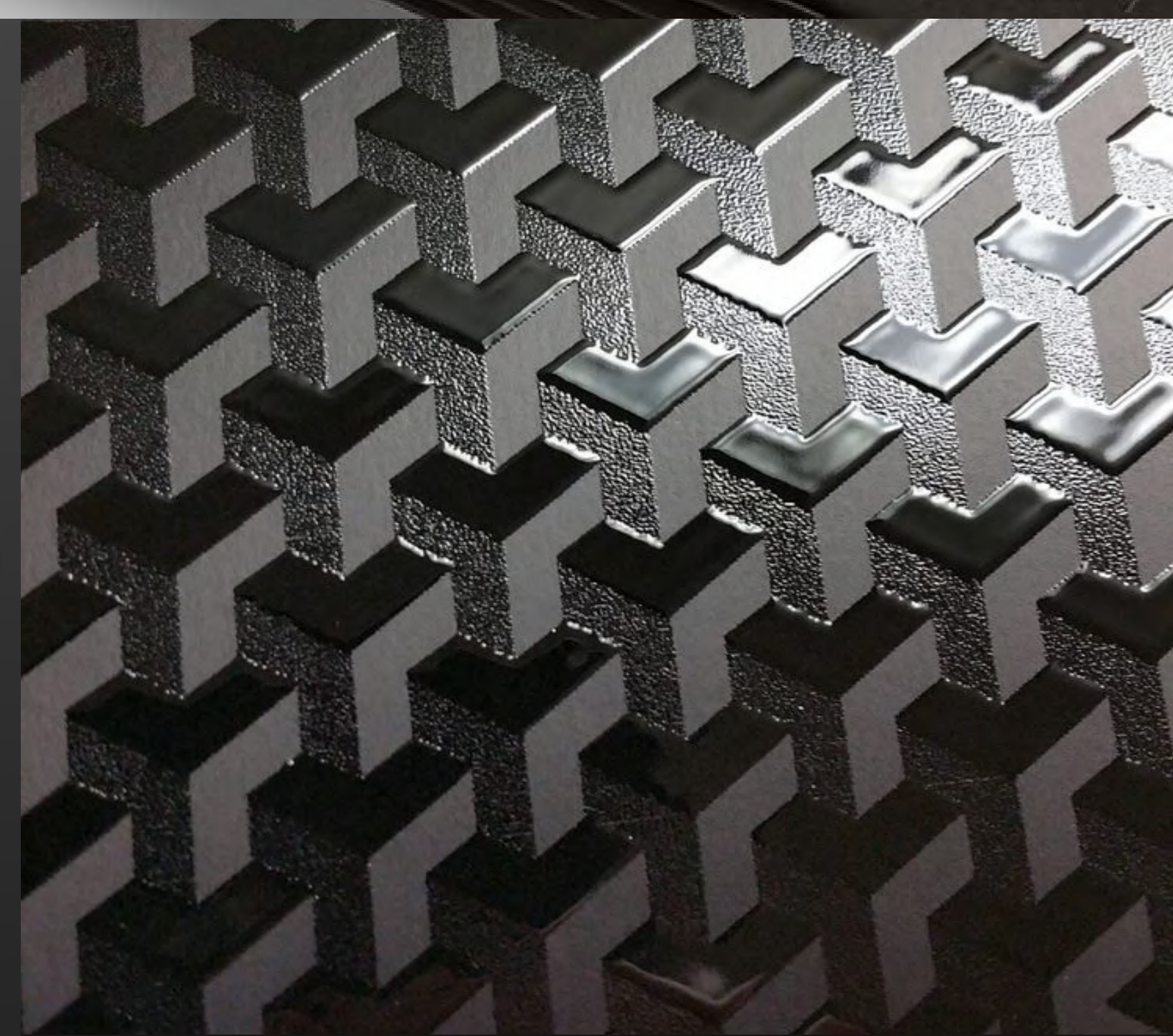


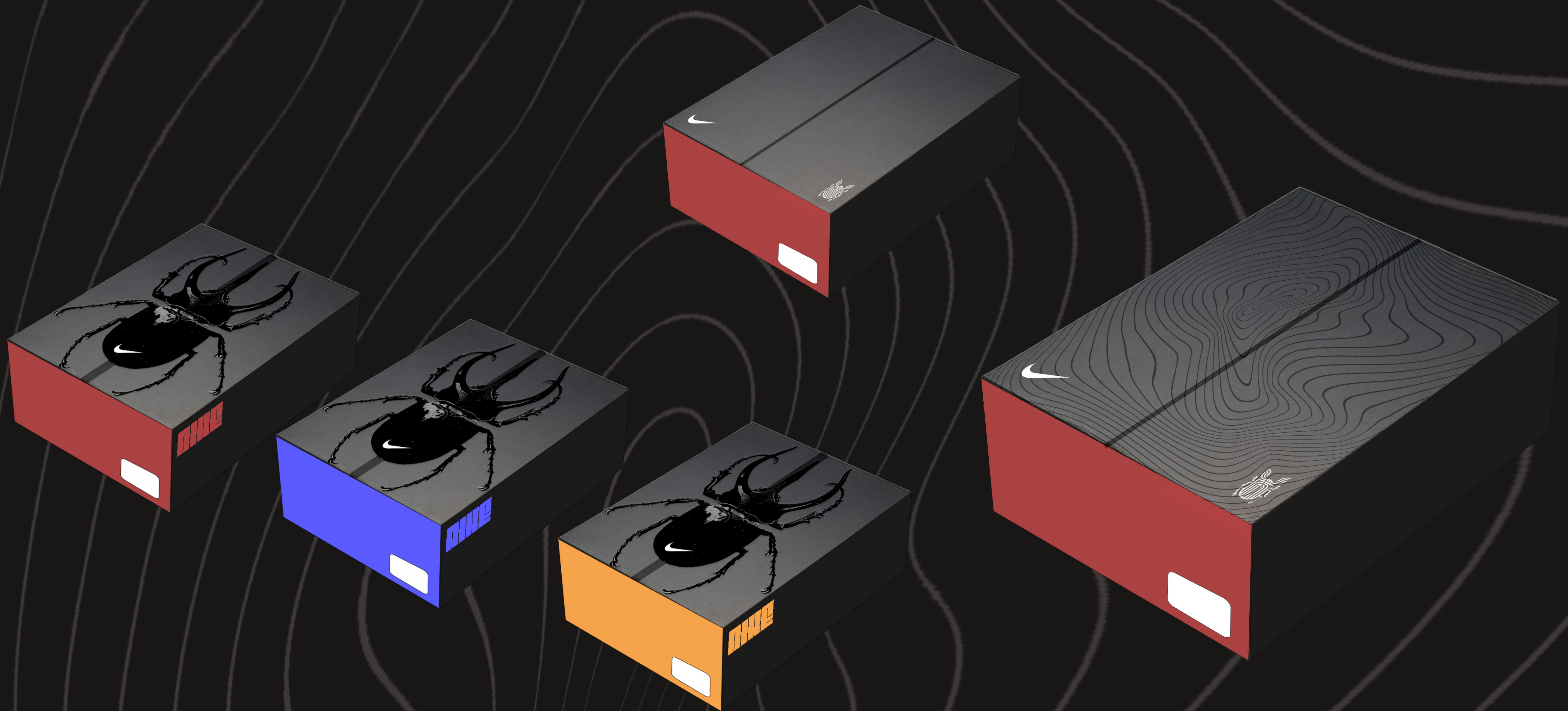
Atyp Warsaw 2016
Convergence
The global
typography forum
September 13-17
Contact typofaca
Edgar Sals Iniesta
www.edgorsals.info
atyp.org/2016
Paryż 2016



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AIR JORDAN 1 CHICAGO RED

UK 11
EUR 46
CM 30
BR 44

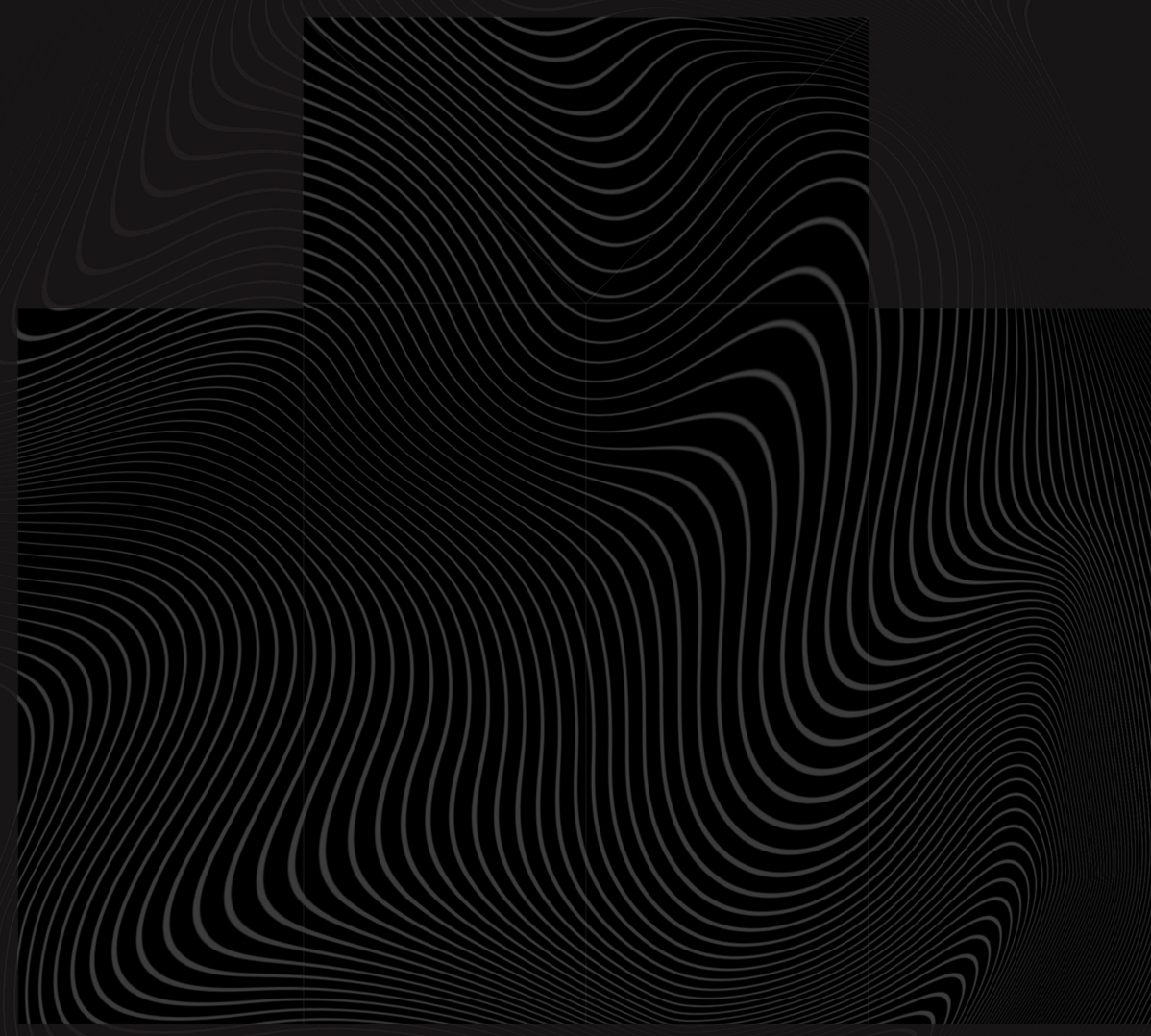
RED / BLACK / WHITE - CHICAGO RED

MADE IN CHINA / FABRIQUE EN
CHINE HECHO EN CHINA

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JUMPMAN23.COM

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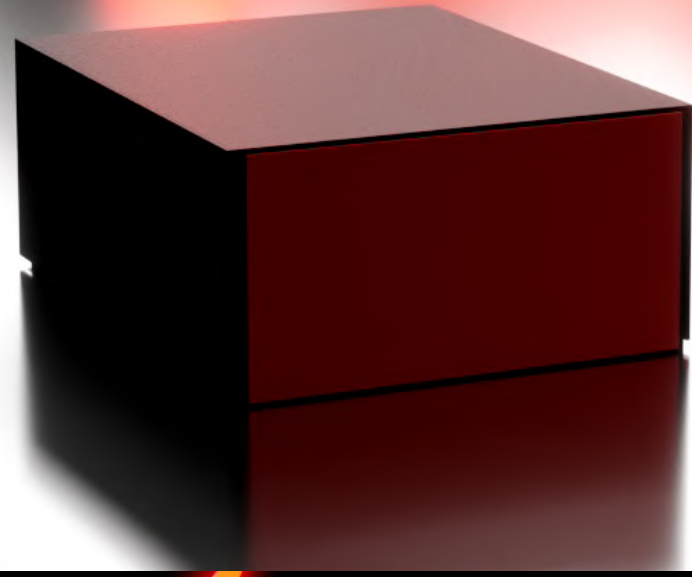
JUST DO IT



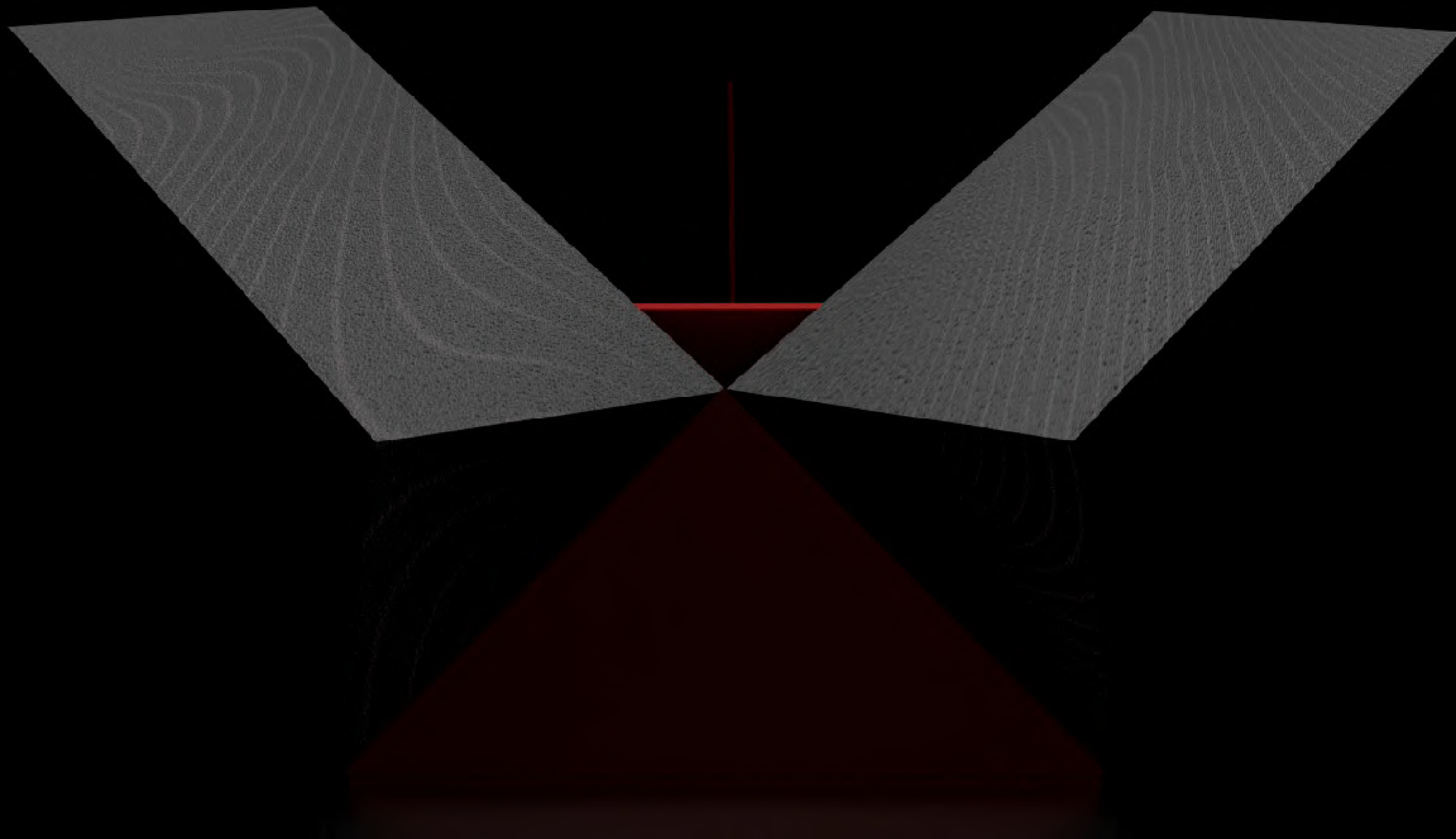
JUST DO IT.



- THE LOGO OF THE SCARCRAB BEETLE IS PLACED ON THE BOX AS A BRAND COLLABORATION WITH NIKE AS THE OPENING OF THE BOX IS DIRECTLY INSPIRED FROM THE WINGS OF THE BEETLE
- THE FINGERPRINT DESIGN GOING THROUGH THE BOX SHOWS THE UNIQUENESS OF THE BOX , AS ALL FINGERPRINTS ARE UNIQUE
- THE ACCENT COLOUR OF THE BOX CHANGES DEPENDING ON WHAT MODEL OF AIR JORDANS ARE PLACED IN IT









JUST DO IT