

air jordan 2 history

Air Jordan 2 History: A Legacy of Italian Craftsmanship and Cultural Impact

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Summary: This article delves into the fascinating "Air Jordan 2 history," exploring its unique design, production, and cultural impact. We examine its departure from the Air Jordan 1, its Italian manufacturing, and its lasting influence on sneaker design and the broader industry. The article also discusses the shoe's relatively low profile compared to other Air Jordans, its resurgence in popularity, and its continued relevance in contemporary sneaker culture.

The Genesis of the Air Jordan 2: A Departure from the Norm

The "Air Jordan 2 history" is a compelling narrative of innovation, cultural shift, and strategic business decisions. Unlike its predecessor, the revolutionary Air Jordan 1, the Air Jordan 2, released in 1986, marked a significant departure in both design and manufacturing. While the Air Jordan 1, designed by Peter Moore, was a bold statement of rebellious athletic style, the Air Jordan 2, largely credited to Bruce Kilgore (though the exact design process remains debated amongst sneaker enthusiasts), opted for a more refined and sophisticated aesthetic. This change was intentional, reflecting Michael Jordan's growing maturity and the evolving landscape of the NBA.

The most striking difference was the relocation of manufacturing from the United States to Italy. This decision, driven by Nike's ambition to elevate the perceived luxury and quality of the Air Jordan line, resulted in a shoe crafted with premium Italian leather and a noticeably sleeker silhouette. This pivot was a bold move, demonstrating Nike's confidence in its brand and its willingness to invest in higher-quality materials and craftsmanship to enhance the overall product. The "Air Jordan 2 history" showcases Nike's understanding that it wasn't just producing a basketball shoe; it was crafting a cultural icon.

The design itself deviated from the high-top, heavily padded aesthetic of the Air Jordan 1. The Air Jordan 2 featured a low-cut and mid-cut option, showcasing a smoother, more elegant profile. The absence of the prominent Nike swoosh on the side panel was another notable departure, replaced by a subtle embossed logo. This minimalist approach, unexpected for a shoe carrying such a powerful brand name, contributed to its unique identity and appeal. The use of premium leather in various colorways further enhanced the shoe's sophisticated feel.

The Air Jordan 2's Cultural Impact and Commercial Performance: A Complex Story

Despite its refined design and luxurious materials, the "Air Jordan 2 history" also reveals a somewhat paradoxical commercial performance. While critically acclaimed for its craftsmanship and innovative design, the Air Jordan 2 didn't achieve the same stratospheric sales figures as its predecessor. Several factors contributed to this:

The shift in manufacturing: The higher production costs associated with Italian manufacturing likely impacted the retail price, making the shoe less accessible to a wider market.

The evolving market: The sneaker market itself was evolving rapidly, with new brands and technologies emerging.

The "Nike Air" branding: The absence of prominent Nike branding might have confused some consumers less familiar with the Air Jordan line.

However, it's crucial to remember that the "Air Jordan 2 history" is not simply a story of commercial success. Its impact extends beyond sales figures. The shoe's unique design and production method laid the groundwork for future luxury sneaker collaborations and elevated the perception of athletic footwear as a fashion statement. Its sophisticated design influenced subsequent sneaker designs, solidifying its place in sneaker history.

The Air Jordan 2's Resurgence: A Modern Classic

Years after its initial release, the Air Jordan 2 has experienced a significant resurgence in popularity. This resurgence is a testament to the shoe's timeless design and the enduring appeal of premium craftsmanship. Retro releases, collaborations with high-fashion brands, and the growing interest in vintage sneakers have all contributed to its renewed relevance in contemporary sneaker culture. Collectors and sneakerheads appreciate the shoe's unique position in the "Air Jordan 2 history," recognizing it as a pivotal moment in the evolution of the Air Jordan brand and the broader sneaker landscape. The shoe's story continues to inspire new generations of designers and enthusiasts, cementing its legacy as a true classic.

Conclusion

The "Air Jordan 2 history" is a multifaceted narrative that transcends the simple story of a basketball shoe. It's a tale of innovative design, bold business decisions, cultural shifts, and a surprising journey from initial relative obscurity to modern-day reverence. Its Italian manufacturing, unique design elements, and eventual resurgence in popularity highlight its significance not just within the Air Jordan lineage, but within the broader history of sneakers as a global cultural phenomenon. The Air Jordan 2 stands as a testament to the power of quality craftsmanship, bold design choices, and the enduring appeal of a truly iconic product.

FAQs

1. Who designed the Air Jordan 2? While Bruce Kilgore is often credited, the exact design process and contributors remain a topic of debate among sneaker enthusiasts.
1. Why was the Air Jordan 2 made in Italy? Nike sought to enhance the shoe's perceived luxury and quality by utilizing premium Italian leather and craftsmanship.
1. Why didn't the Air Jordan 2 sell as well as the Air Jordan 1? Higher production costs, a shifting market, and less prominent branding likely contributed to lower sales.
1. What makes the Air Jordan 2 unique? Its Italian-made construction, refined silhouette, and lack of a prominent Nike swoosh set it apart from its predecessor.
1. When was the Air Jordan 2 released? It was released in 1986.
1. What are some popular Air Jordan 2 colorways? The original colorways, as well as later collaborations, have all achieved iconic status.

1. Is the Air Jordan 2 still available? Retro releases and collaborations periodically make the shoe available.
1. How does the Air Jordan 2 compare to other Air Jordan models? It stands out for its unique blend of luxury and minimalist design, departing from the bolder styles of other models.
1. What is the cultural significance of the Air Jordan 2? Its significance lies in its contribution to the evolution of sneaker design, its impact on luxury sneaker culture, and its unexpected resurgence in popularity.

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air jordan 2 history: *Encyclopedia of African American History, 1896 to the Present: O-T* Paul Finkelman, 2009 Alphabetically-arranged entries from O to T that explores significant events, major persons, organizations, and political and social movements in African-American history from 1896 to the twenty-first-century.

air jordan 2 history: *1,000 Deadstock Sneakers* Larry Deadstock, 2023-10-17 An accessible and comprehensive encyclopedia of 1,000 deadstock sneakers--the originals produced for exclusive, limited-edition releases--by trendsetting sneakerhead and infamous reseller Larry Deadstock. "Deadstock" refers to the originals: authentic, unworn sneakers that were produced for limited-edition releases, limited-run reruns, or pairs that have otherwise stopped being made. No longer available from the direct retailers, deadstock is the most desirable, exclusive, and valuable sneaker merchandise in existence, only available from select resell shops and websites such as Larry Deadstock's. In *1,000 Deadstock Sneakers*, deadstock collector and infamous reseller Larry Deadstock teams up with streetwear journalist François Chevalier to dive deep into the origins, history, and trends of international sneaker culture. This book features: The origin story behind the first pair of Air Jordans Basketball legends LeBron James, Kobe Bryant, and Michael Jordan Groundbreaking designers such as Virgil Abloh Influential figures like Will Smith, Spike Lee, and Travis Scott Informative anecdotes from Larry Deadstock Original advertisements from Nike, Adidas, Air Jordan, New Balance, Rebook, Vans, and more Complete with detailed research, historical context, and trend analysis on the aesthetic appeal of each style, this book explores the significance of the sneaker in fashion and culture today through 1,000 coveted deadstock sneakers of the last 50 years. This is a must-have reference text for sneakerheads and deadstock collectors; eye candy for sports fans, influencers, and all sneaker wearers; and an exploration of a rising phenomenon in fashion and streetwear for anyone interested in contemporary culture. Includes Color Images

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air jordan 2 history: The Comic Book Story of Basketball Fred Van Lente, Joe Cooper, 2020-09-22 A fast-break history of basketball--from its humble beginnings to its all-time great players--featuring engaging true tales from the court and vivid, dynamic illustrations. Whether it's millionaire pros facing off in an indoor arena full of screaming fans or a lone kid shooting hoops on an outdoor court, basketball is one of the most popular and widely played sports in the world. The *Comic Book Story of Basketball* gives you courtside seats to the history of hoops. It chronicles the sport from its beginnings in a YMCA in Massachusetts to its current status as a beloved international game for men and women of all ages. Learn the true stories behind the college game, the street game, the women's game, and the international game, with legendary players and coaches like Dr. J, Michael Jordan, LeBron James, and Steph Curry profiled throughout.

air jordan 2 history: *The History of Herodotus* Herodotus, 1859

air jordan 2 history: Virgil Abloh. Nike. ICONS Virgil Abloh, 2021-01-05 Bringing together all the greats--from Air Jordan 1 to Air Presto--Nike and Virgil Abloh reinvent sneaker culture with the collaborative project *The Ten* and redesign 10 sneaker icons. Experience engineering ingenuity and Abloh's investigative design process: each shoe is a piece of industrial design, a readymade sculpture, and a wearable all at once.

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air jordan 2 history: *Dream Big* Deloris Jordan, 2014-05-06 From the age of nine, Michael dreams of playing basketball for the United States in the Olympics, and with hard work and his mother's encouragement, he realizes his dream. Full color.

air jordan 2 history: *1996* Jon Finkel, 2021-05-11 On its 25th anniversary, relive the

legend-stacked, dynasty-packed, most iconic sports year ever with the athletes, teams, and more whose collective influence affected every aspect of a generation of sports and pop culture fans—Jordan, Shaq, Iverson, Kobe, Gretzky, Tiger, Griffey, Jeter, Tyson, the Cowboys, the Yankees, the Bulls, The Rock, Stone Cold, Kentucky, Florida, Agassi, Graf, the Williams Sisters, Happy Gilmore, Space Jam, the Olympics in Atlanta, Muhammad Ali, the Magnificent Seven and more! Take a rollicking tour through the sports world of 1996, when debuts, comebacks, movies, and pop culture crossover changed the sports landscape forever. From college to the Olympics to the pros; from the NBA to golf, tennis, and boxing, 1996 was home to athletes and teams who were among the best marketed, most beloved, colorful, and greatest in history. In *1996: A Biography*, sportswriter and author Jon Finkel uncovers the stories behind the stories while interviewing a who's who of '96ers to reveal in thrilling detail how their collective influence on sports and pop culture still resonates to this day. For those of us who remember when Iverson, Kobe, The Rock and Stone Cold, the MLS and the WNBA all debuted; when the US Women's Olympic Gymnastics Team—the Magnificent Seven—won gold for the first time in history; when Mike Tyson and Magic Johnson made their comebacks; when MTV's Rock n' Jock, Michael Jordan's Space Jam, and ESPN's Dan Patrick and Stuart Scott were the bomb; when the Fun 'n' Gun offense changed college football; when Ken Griffey Jr. ran for president (really! remember?); when Derek Jeter won Rookie of the Year, Favre marched to his first Super Bowl and Jerry Maguire had everyone saying "show me the money". . . . 1996 is a sports time machine you've got to take for a spin.

air jordan 2 history: *Introduction to Michael Jordan* Gilad James, PhD, Michael Jordan is considered one of the greatest basketball players of all time. He was born on February 17, 1963, in Brooklyn, New York, but grew up in Wilmington, North Carolina. Jordan played college basketball at the University of North Carolina, where he won a national championship in 1982. He then entered the NBA draft in 1984 and was drafted third overall by the Chicago Bulls. Jordan quickly established himself as a dominant force in the NBA, winning Rookie of the Year in his first season. He would go on to lead the Bulls to six NBA championships, winning five Most Valuable Player (MVP) awards along the way. Jordan retired from basketball three times, but each time he would return to the court and continue to dazzle fans with his skills. Jordan's legacy extends beyond basketball, as he is also known for his entrepreneurial ventures, such as his Jordan brand sneakers and ownership of the Charlotte Hornets NBA team.

air jordan 2 history: *Sinai and Palestine in connection with their history* Arthur M.A. STANLEY PENRHYN, 1857

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air jordan 2 history: *American Life in the 1980s* Kate Conley, 2023-08-01 *American Life in the 1980s* takes a look at the major events that occurred throughout this decade and offers information on the demographics of the United States at the time. Readers will gain an understanding of the politics, conflicts, science, inventions, pop culture, fashion, and sports of the decade, and they will learn about the legacy the 1980s left behind. Features include a glossary, a timeline, references, websites, source notes, and an index. Aligned to Common Core Standards and correlated to state standards. Essential Library is an imprint of Abdo Publishing, a division of ABDO.

air jordan 2 history: *Out of the Box* Elizabeth Semmelhack, 2015-07-07 A groundbreaking traveling exhibition, *Out of the Box* showcases sneakers, from the mid-nineteenth century to sports performance breakthroughs, to present-day cultural icons. Drawn from the collection of the Bata Shoe Museum and significant private collectors, museums, and archives—including adidas AG, Converse Archives, Kosow Sneaker Museum, Nike Archives, Northampton Museums and Art Gallery, and Reebok Archives—this selection is richly contextualized with interviews and essays by design

innovators, sneaker collectors, and cultural historians, creating a backdrop of the technical innovation, fashion trends, social history, and marketing campaigns that shaped the form over the past two centuries. Out of the Box includes sneakers ranging from an 1860 spiked running shoe, a pair of 1936 track shoes, Air Jordans I-XX3, the original Air Force 1, and early Adidas Superstars to contemporary sneakers by prominent figures including Damien Hirst, Jeremy Scott, Jeff Staple, and Kanye West. The book also highlights sneakers and prototype drawings that span the career of Nike sneaker design legend Tinker Hatfield, making this the definitive illustrated history of sneaker culture.

air jordan 2 history: The Jordan Rules Sam Smith, 2012-07-26 The New York Times Bestseller, updated With a New Introduction This is the 20th anniversary of the explosive bestseller that changed the way the world viewed one of the greatest athletes in history, revealing for the first time Michael Jordan's relentless drive to win anything and everything, at any cost. NBA Hall of Fame columnist Sam Smith had unlimited access to the team and its players during their championship 1991-92 season, which he details in the new introduction, along with candid revelations about his sources, and the reaction from Michael, his teammates, the media, and the fans when the book blasted onto the bestseller lists in 1992 (where it stayed for three months). With more than a million copies in print, The Jordan Rules remains the ultimate inside look at one of the most legendary teams in sports history.

air jordan 2 history: Michael Jordan David L. Porter, 2007-07-30 With the possible exceptions of boxer Muhammad Ali and baseball player Babe Ruth, no athlete has made a greater impact on American society-or in the world-than Michael Jordan. Follow the life of one of the most recognizable athletes and living brands inside this engaging and balanced biography. He is among the best-known and wealthiest athletes in the history of organized sports. With the possible exceptions of boxer Muhammad Ali and baseball player Babe Ruth, no athlete has made a greater impact on American society-or in the world-than Michael Jordan. Follow the life of one of the most recognizable athletes and living brands inside this engaging and balanced biography. When basketball stars Larry Bird and Magic Johnson retired in the early 1990s, Michael almost single-handedly propelled the NBA to stratospheric levels of success and international visibility. As a player for the Chicago Bulls, he generated instant crowd thrills with his record-setting drives and dunks, selling countless books, newspapers, videotapes, NBA game tickets, and hours of television time. The NBA promoted Michael, basing its popularity on his image as the greatest showman in sports history. Yet his sports hero status extends beyond NBA records. Michael changed the game by becoming the most effectively marketed athlete of his generation. Nike and many other companies rode-and continue to ride-on the coattails of Air Jordan's legend. Author David Porter highlights Jordan's on and off the court accomplishments and examines his relationship with Chicago Bulls' coaches, his commercial endorsements, and his current role as part-owner of the Charlotte Bobcats. A chronology, photos, career stats, and a bibliography of print and electronic resources round out this biography of one of the most influential athletes of the twentieth century.

air jordan 2 history: Air Jordan Price Guide 2013 Michael Tran, Steven Huynh, 2014-02 Air Jordan History: Flip through 170 pages filled with over 600 full color images of Air Jordan sneakers dating back from 1985 to 2012. Each sneaker includes the exact date when they first released, what they sold for in stores, color ways, and even the shoe box they came with. You'll be surprised to discovery how many Jordans you never knew existed. Take a trip down memory lane as you go through years and years of Air Jordan releases. For those who are serious collectors, which Jordan was your first pair? Was it the 2001 Air Jordan I Bred? Or maybe it was the 2007 Air Jordan V Metallic? Whichever one it may be, you probably remember how it felt to finally get your hands on that one particular pair you been waiting months to get! Remember when you first lifted open that shoe box and you couldn't help but admire the design and the fine details that reminded you why you bought the shoes in the first place? And not to mention that NEW SHOE SCENT. Oh, yes, that NEW SHOE SCENT (you sneakheads know what I'm talking about) Relive those memories today, they're waiting for you. Add the Air Jordan Price Guide 2013 to your Jordan collection today! Air Jordan

Price Guide: Finally a Kelley Blue Book for Air Jordan sneakers! Tired of not knowing how much to pay for a pair of Jordans? Tired of having to search countless sneaker forums just to see what the going rate for a pair is? Maybe you just don't want to get ripped off by resellers...(we all don't). Well, look no further, we have the solution for you: The Air Jordan Price Guide. We have calculated values from numerous and reliable sources such as Ebay, Craigslist, and sneaker forums to get you the best average values for each sneaker. We already did the hard work for you. What are you waiting for? Protect yourself from headaches and resellers today! This guide also makes for a perfect gift to that sneaker collector friend of yours. Don't wait, GET YOUR COPY TODAY!

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air jordan 2 history: The Jordan Automobile James H. Lackey, 2015-02-12 The subject of one of the great advertising campaigns of the early 20th century, the Somewhere West of Laramie ads, Jordan is a well-remembered marque despite its brief duration. Edward Stanlaw Ned Jordan was born November 21, 1882, in Merrill, Wisconsin, and worked as a journalist before finding work in the automobile industry. A pioneer of automobile advertising and sales who got his start with Thomas B. Jeffery and Company in 1907, he founded the Jordan Motor Car Company with fellow Jeffery employees Russell S. Begg as experimental engineer and Paul Zens as purchasing agent in 1916. This book is both a biography of Ned Jordan and a history of his company and its vehicles from its beginning in 1916 to its end on April 1, 1932, when non-payment of franchise taxes forced its dissolution. Jordan's first models were four- and seven-passenger custom-type touring cars, but it would become famous for the Sport Marine, the Playboy, the Little Tomboy, and the Little Custom Jordan. Spectacularly illustrated.

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air jordan 2 history: Daily Warm-Ups: Nonfiction Reading Grd 6 Robert W. Smith, 2011-03 Quick, easy, effective activities support standards and help students improve skills they need for success in testing.

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air jordan 2 history: Badminton Revisited Julian Seaman, 2014-07-23 Julian Seaman first went to Badminton as an autograph-hunting fan in the 1960s. He later decided to become a competitor. In his first year, his horse became lame. Year two, he completed the dressage in a rainstorm in a coat made in his tailoring class at college. Third time he fell. Indeed, he fell off several times on national TV and achieved immortality as the 'What happened next?' feature on BBC's A Question of Sport.

Meanwhile, Julian enjoyed the splendour and history of the event – watching Mark Phillips win four times, the grand daughter of the Viceroy of India, Lucinda Prior-Palmer win six times and has enjoyed watching both Princess Anne and daughter Zara riding the classic course. And over the years, he's witnessed some odd happenings, for example, in 1973, one-third of all constants failed to get past the third obstacle. On another occasion, Gurgle The Greek clambered, unpenalised, under a jump, to officially clear it. On another, dual Olympic Gold medallist, Mark Todd, rode a chance horse, lost a stirrup and competed 'one-legged'! Julian is now Press Officer at this magnificent event and cantors us through the history of Badminton regaling us with fascinating facts and marvellous memories that brings the event to life. A beguiling book, this will be enjoyed by horse lovers and history lovers alike. Scriptwriter, broadcaster and Press Officer at Badminton, Julian Seaman was once a competitor at Badminton Horse Trials. His previous book, *Sixteen Hands Between Your Legs* was a best-seller.

air jordan 2 history: Historical Dictionary of Atomic Espionage Glenmore S.

Trehear-Harvey, 2011-06-16 Almost from the moment in 1940 that Otto Frisch and Rudolf Peierls suggested, from their small office in the University of Birmingham, that an atomic weapon could be miniaturized and delivered to its target by aircraft, the concept of atomic espionage can be said to have existed. No sooner had the famous Frisch-Peierls Memorandum been received by the British War Cabinet than a Soviet mole, John Cairncross, passed the details on to his Soviet contact. And 70 years later with the International Atomic Energy Authority (IAEA) estimating that up to 40 countries now have the capability of building nuclear weapons, the need to monitor this activity remains crucial. The *Historical Dictionary of Atomic Espionage* relates the history of atomic espionage through a chronology, an introductory essay, and cross-referenced dictionary entries on the agencies, agents, and operations. This book is an excellent access point for students, researchers, and anyone wanting to know more about atomic espionage.

air jordan 2 history: Archaeozoology of the Near East Marjan Mashkour, Mark Beech,

2017-02-28 This two part volume brings together over 60 specialists to present 31 papers on the latest research into archaeozoology of the Near East. The papers are wide-ranging in terms of period and geographical coverage: from Palaeolithic rock shelter assemblages in Syria to Byzantine remains in Palestine and from the Caucasus to Cyprus. Papers are grouped into thematic sections examining patterns of Palaeolithic and Neolithic subsistence in northern Mesopotamia, Anatolia and the Iranian plateau; Palaeolithic to Neolithic faunal remains from Armenia; animal exploitation in Bronze Age urban sites; new evidence concerning pastoralism, nomadism and mobility; aspects of domestication and animal exploitation in the Arabian peninsula; several case studies on ritual animal deposits; and specific analyses of patterns of animal exploitation at urban sites in Turkey, Palestine and Jordan. This important collection of significant new work builds on the well-established foundation of previous ICAZ publications to present the very latest results of archaeozoological research in the prehistory of this formative region in the development of animal exploitation.

air jordan 2 history: Pop Culture Places [3 volumes] Gladys L. Knight, 2014-08-11 This

three-volume reference set explores the history, relevance, and significance of pop culture locations in the United States—places that have captured the imagination of the American people and reflect the diversity of the nation. *Pop Culture Places: An Encyclopedia of Places in American Popular Culture* serves as a resource for high school and college students as well as adult readers that contains more than 350 entries on a broad assortment of popular places in America. Covering places from Ellis Island to Fisherman's Wharf, the entries reflect the tremendous variety of sites, historical and modern, emphasizing the immense diversity and historical development of our nation. Readers will gain an appreciation of the historical, social, and cultural impact of each location and better understand how America has come to be a nation and evolved culturally through the lens of popular places. Approximately 200 sidebars serve to highlight interesting facts while images throughout the book depict the places described in the text. Each entry supplies a brief bibliography that directs students to print and electronic sources of additional information.

air jordan 2 history: Biomedical and Business Applications Using Artificial Neural Networks

and Machine Learning Segall, Richard S., Niu, Gao, 2022-01-07 During these uncertain and turbulent times, intelligent technologies including artificial neural networks (ANN) and machine learning (ML) have played an incredible role in being able to predict, analyze, and navigate unprecedented circumstances across a number of industries, ranging from healthcare to hospitality. Multi-factor prediction in particular has been especially helpful in dealing with the most current pressing issues such as COVID-19 prediction, pneumonia detection, cardiovascular diagnosis and disease management, automobile accident prediction, and vacation rental listing analysis. To date, there has not been much research content readily available in these areas, especially content written extensively from a user perspective. *Biomedical and Business Applications Using Artificial Neural Networks and Machine Learning* is designed to cover a brief and focused range of essential topics in the field with perspectives, models, and first-hand experiences shared by prominent researchers, discussing applications of artificial neural networks (ANN) and machine learning (ML) for biomedical and business applications and a listing of current open-source software for neural networks, machine learning, and artificial intelligence. It also presents summaries of currently available open source software that utilize neural networks and machine learning. The book is ideal for professionals, researchers, students, and practitioners who want to more fully understand in a brief and concise format the realm and technologies of artificial neural networks (ANN) and machine learning (ML) and how they have been used for prediction of multi-disciplinary research problems in a multitude of disciplines.

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