

Nike Dunk SB – Spoil Yourself with Nike Dunk SB

Considering the possibilities of tapping the skateboarding shoes market following the huge success of parent Dunks, Nike launched a specific series of shoes for skateboarding as they were used rather informally than as sport shoes. Resemblance of Nike Dunks SB notwithstanding, they had distinct differences in utility and functionality aspects.

Salient Features of Nike Dunk SB

In order to meet the demands of skateboarding, Nike redesigned Nike Dunk SB with a low center of gravity taken as a whole to balance by introducing Zoom Air insoles. Besides the sneakers had to take care of the physical strain on the foot which called for dependable cushioning despite keeping the characteristic thin soles. To augment this further Nike included plumper padding to support ankles and softer tongues were given. Further, Nike made sure that there wasn't any dearth of materials in making Nike Dunk SB.

Going by the skateboarding industry standard, Nike decided on using double and triple stitching for seams which called for revamping the entire design process different from the original style of Nike Dunks, as regards to constructing the shoes.

Sneaker fans, the craziest lots as they are, are more than willing to do whatever they can than just pay outrageous prices to make sure that they get to actually buy their kicks. If you are not convinced take a look at this, the hardcore fans of Nike Dunk SB will queue up before sneaker stores from early hours on the morning their favorite shoes are released, especially limited releases, in utter disregard for time and weather, all for a pair of Nike Dunk SB.

From Basketball Shoes to Skateboarding Shoes

Nike was mulling over introducing a specific series of sneakers targeted at skateboarders exactly like they did with popular Nike Dunks which was intended for basketball players. As it is wrongly known, the transition of Dunks into SB did not come through overnight. The changeover from a declared basketball gear started after it was initially accepted by riders before making foray into the skateboarding sport thanks to the steadiness it offered facilitated by low soles which helped players improve their grounding performance. Nike was quick to capture the opportunity and dived straight into creating a line of shoes dedicated to skateboarding, which was named Nike Dunk SB with SB signifying skateboarding.

Alright, how does Nike Air Jordans fair amongst these new developments? A broader understanding of law of natural justice and the market view might help understanding the phenomena of its coexistence with Nike Dunk SB. Coming from the same stable market couldn't have room for two brands in the same category. With Nike Air Jordans having been established for long and enjoying patronization of basketball fraternity by then, could hold on and Nike Dunk SB went on to find its place with riders and skateboarders. It is a win-win situation for both Nike Dunk SB as well as Nike Air Jordans.

No matter whether you are connected with any sport, you will still want to wear Nike Dunk SB to look your best and feel belonged.

About the Author

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