

## Why Air Jordans Are Still the Top Selling Shoes

I would have inserted the term 'one amongst' in the title had there been any doubt in my mind about the leadership position Air Jordans command in the market. Since their first launch and rise to fame, Nike Air Jordan sneakers have stuck to tops, and the makers on their part are doing just the right to ensure it there.

Several attributes contribute to this booming and lasting success even after ten years of Michael Jordan retiring from basketball from whom the shoes get their name. There are countless Air Jordans fans that are prepared to shell out hundreds of dollars and sometimes even thousands, signifying the cast the sneakers still command. What makes sure Nike Air Jordan occupy the enviable place for so a long time isn't a mystery, though.

### Creating a Hunger for Air Jordans

Nike's strategy for brand positioning must be praised for Air Jordans' matchless status and the lion's share it commands in the market ahead of all reasons for their market supremacy. Air Jordans are released on one single day only to ensure an aura of mystery which also creates curiosity so that you always have room for retros later. Tactically, Nike releases Air Jordans as a line of team shoes that are unconnected with any signature line of Nike Air Jordan. Besides, one signature line is re-launched from past portfolio every year. Like always, there is the usual fair of Samples and Player Exclusive, Retros, Retro pluses in addition to the Originals.

Americans and other fans of Nike Air Jordan the world over are also aware of how Nike creates fusion magic by merging the bests of two or three sneakers. Three years ago, Nike merged its top selling brands, Air Force and Air Jordans and created the most exciting success recipe Air Jordan x Air Force 1 Fusion.

### Ironically Popularity of Nike Air Jordan is Measured in Other Ways Also

Following its huge popularity, a spate of crimes in late 1980s and 1990s got attributed to Air Jordans. Even though, crime is no yardstick to measure popularity, the crux of the matter stands that about half of most of the booked criminal acts were forced by popularity of the sneakers a fact that can't be ruled out; to its bad luck, Air Jordans is still instigating many a crime even today.

In my belief, it is amateurish to talk of the number of styles and designs of Nike Air Jordan given the PEs, Retroes, and Retro Pluses in all about twenty three original releases. The abundance of fantastic color combinations, the much furbished up Nike swoosh apart from the 'Jump Man' and Pigeon logos can be had in a variety of choices of lighter or heavier base make it practically not possible to explain why Air Jordans are unbeatable.

If you aren't already absorbed into the Air Jordans whirl, ask fake masters, probably they might tell you how hard it is to keep away from churning out Nike models regardless of their labels.

### About the Author

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