

Nike x Maharam



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On December 19, Nike Sportswear and New York-based Maharam will come together to release a special collection, Nike x Maharam, featuring two of Nike's iconic shoes – the Nike Blazer and the Nike Oregon Waffle reinterpreted in horsehair textiles by Maharam. The collaboration will mark the second time the two companies have partnered to create product that combines Maharam's elevated material awareness with some of Nike Sportswear's most esteemed icons.

The Nike x Maharam collection represents what happens when sport and sophisticated textiles come together. Tapping its most luxurious materials, Maharam explores the idea of an athletic shoe that is equally suited for business or evening attire. By pairing three exceptionally refined horsehair textiles with two of Nike's best known silhouettes, the Nike Blazer and the Nike Oregon Waffle, the result is a footwear collection that is classic as it is modern.

To create the look of the footwear, Maharam used vintage looms and techniques to produce classic weaves—a basket, check and striae, by turns textured, tonal and variegated. Intentionally devoid of pattern, the simplicity of weave reveals material opulence. Calfskin accents and waxed cotton laces heighten the effect. A restrained palette of black brings the interplay of matte and sheen surfaces to the fore. A renewable resource well ahead of its time, horsehair is painlessly clipped from the horse's tail, which re-grows. At once natural and industrial, the Nike x Maharam collection signifies both companies' synthesis of tradition, innovation, and commitment to finding new ways to bring sustainability to design. Additionally, Maharam Horsehair Striae will be included in the 2010 Cooper-Hewitt, National Design Museum Triennial.

In 2007, Nike Sportswear and Maharam first collaborated on "1 World," a collection of Nike Air Force Ones created in partnership with global innovators in the fields of sport, music, art and design to celebrate the legacy of the Air Force One.

For more information please visit www.nikesportswear.com

ABOUT NIKE, INC.

NIKE, Inc. based near Beaverton, Oregon, is the world's leading designer, marketer and distributor of authentic athletic footwear, apparel, equipment and accessories for a wide variety of sports and fitness activities. Wholly-owned Nike subsidiaries include Cole Haan, which designs, markets and distributes luxury shoes, handbags, accessories and coats; Converse Inc., which designs, markets and distributes athletic footwear, apparel and accessories; Hurley International LLC, which designs, markets and distributes action sports and youth lifestyle footwear, apparel and accessories; and Umbro Ltd., a leading United Kingdom-based global football (soccer) brand. For more information, visit www.nikebiz.com.

ABOUT NIKE SPORTSWEAR

Nike Sportswear is a product line rooted in the company's passion for sport while at the same time remixing and improving iconic designs with new technologies. With almost four decades of sport history at its foundation, Nike Sportswear seeks to channel the genuine rebel spirit of Nike's roots by crafting product that challenges the expected, asking designers to push athletic innovation to its extreme, remixing iconic designs with new technologies and making the best product for today's needs. Nike Sportswear launches on 8.8.08 with eight iconic Nike products celebrating the legacy of Nike design. It includes: Air Force 1, Windrunner, AW 77 Hoody, Nike Dunk, Air Max 90, Eugene Track Jacket, Cortez and Nike Sportswear Tee. For more information, visit www.nikesportswear.com.

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ABOUT MAHARAM

Maharam is the world's leading supplier of textiles to commercial architects and interior designers. A fourth generation family business which celebrated its centennial in 2002, Maharam takes a holistic view of design, embracing a range of disciplines including architecture and interiors, furniture, fashion, accessories, graphic and digital media. The New York-based Maharam Design Studio oversees the development of an extensive textile collection, ranging from re-editions of the work of noted design visionaries to collaborations with avant-garde industry outsiders. Maharam textiles are included in the permanent collections of the Art Institute of Chicago; the Cooper-Hewitt, National Design Museum; and The Museum of Modern Art in New York, among others. Maharam Agenda, a forthcoming monograph from Lars Muller Publishers, will be released in spring 2010.

IMAGES AVAILABLE FOR DOWNLOAD

All images are at 300 dpi

Pixelation and striation may appear when digital images are printed at unusual percentages



Maharam_Nike_OregonWaffle_1.tif



Maharam_Nike_BlazerBasket_2.tif



Maharam_Nike_BlazerCheck_3.tif



Maharam_Nike_GroupShot_4.tif