

He was a
DAMN FINE COACH
and one hell of a
SEAMSTRESS.

YEP, COACH BILL BOWERMAN spent his nights sketching, cutting and gluing together patterns of lightweight shoes. He was hand crafting innovative footwear in an attempt to help his runners increase speed.



to both Nike and The Nike Store. For more than twenty-five years, improving performance is still the idea behind The Eugene Nike Store. Created as a place for local athletes to come and check out the latest technology in

It was all part Bowerman's relentless dedication to improving athletic performance, a drive that eventually led

sports equipment or just as a place to sit and talk sports, we're still here today for the very same reason. *nike*

THE EVOLUTION OF INNOVATION:



1972



1978



1987



1992



TODAY

THE NIKE STORE AT 5TH STREET PUBLIC MARKET.