

An entire company

PHILOSOPHY

based on the

MISUSE OF COOKWARE.

AS MORNING SUN POURED into the Bowerman's windows, a mixture of latex oozed onto the waffle iron. The chef was Oregon Track Coach Bill Bowerman and the recipe was for a shoe that would revolutionize the sporting world.



legend Steve Prefontaine and All-Pro wide receiver Ahmad Rashad, people everywhere started to listen.

For more than twenty-five years, improving performance is still the idea behind The Eugene Nike Store. Created as a place for local athletes

"By eliminating 1 ounce per shoe the runner sheds 55 lbs. over the course of a mile," Bowerman would say. And when his radical designs made their way to the feet of Oregon running

to come check out the latest technology in athletic equipment or as a place to just sit and talk sports, we're still here today for the very same reason. *nike*

THE EVOLUTION OF INNOVATION:



1972



1978



1982



1987



TODAY

THE NIKE STORE AT 5TH STREET PUBLIC MARKET.