

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 handcrafting innovative footwear in an attempt to help his runners increase speed.



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

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

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



1974



1987



1991



TODAY

THE NIKE STORE AT 5TH STREET PUBLIC MARKET.