

Научно-исследовательская работа

Иностранный язык

**Nike: is it one of the best clothing companies of all the times?**

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## **Introduction**

One will probably Agree that Nike is a very famous and popular company, but why? How did it all start?

### **The aim of the research is:**

- to discuss whether it is true that Nike is one of the best clothing companies of all time.

### **The tasks are:**

- to learn the history of Nike;
- to find out why Nike is such a well-known company;
- to explore a few interesting facts about the company of Nike.

### **How did Nike start?**

Nike is an American sportswear company from Beaverton. It was founded in 1964 as Blue Ribbon Sports by Bill Bowerman, a track-and-field coach at the University of Oregon, and his former student Phil Knight. They opened their first retail outlet in 1966 and launched the Nike brand shoe in 1972. The company was renamed Nike in 1978, and went public two years later. By the early 21st century Nike had retail outlets and distributors in more than 170 countries, and its logo—a curved check mark called the “swoosh” was well-known all around the world. In 1996 the company created Nike ACG, which markets products for extreme sports, such as snowboarding and mountain biking. In the early 21st century Nike began selling sports-technology accessories, such as portable heart-rate monitors and high-altitude wrist compasses. Part of Nike’s success is endorsement by famous athletes, such as Michael Jordan, Mia Hamm, Roger Federer, and Tiger Woods. The NikeTown chain stores, the first of which was opened in 1990, pay tribute to these and other company spokespersons while offering consumers Nike products. In the 1990s the company’s image suffered from revelations about poor working conditions in its foreign factories.

### **Why is Nike such a famous company?**

The world of fashion has evolved with time, and unlike some years ago, today, we all want to wear designer clothing’s from head to toe. You will agree with me, looking good can help boost your confidence, especially when you are in public. However, some designer labels are trendy more than others, depending on factors like marketing, quality, and varied design models. The Nike Company has been one of the largest footwear producers in the world since it first entered the international market. The Nike brand entered the foreign market in 1972, at the

United States Olympic Trials, which took place in Canada. There are various reasons why the brand Nike is so popular. It is important to understand that initially, the company was known as Blue Ribbon Sports. However, the name was changed to Nike later, in 1978, and two years after, the company's brand name went public.

Having a lot of competitors in the footwear market, Nike has been outstanding. Nike replicas are so hot that people are willing to snatch them online even knowing they are fake. So, why is Nike so popular? Let's explore. You must have heard of big names like Michael Jordan, Tiger Woods, Mia Hamm and Roger Federer from their respective sports games. In 1984, Nike signed Jordan as its spokesman and both having been working together until today. This can give the best explanation that despite selling for a few hundreds of dollars, it's still possible to find individuals buying Air Jordan in plenty.

Also, the company has got into long-term deals with athletes like Derek Jeter, a superstar baseball player since 2000. If you are a football fan, you must be well aware of the name Cristiano Ronaldo. These are some of the few household names that have made the Nike brand so popular over the years. Also, you need to note that the Nike Company targets future superstars early enough to secure its branding. For instance, Rory McIlroy, who is Tiger Woods heir as the next best golf player, is signed with Nike for a ten-year sponsorship deal that is more than two hundred million dollars since 2013.

The Nike shoe company has been popular across generation because of high-quality manufacturing shoes. What's more, these shoes come in different designs that are attractive and long-lasting. The quality of shoes manufactured by the company has ensured that it retains its market and attract more consumers. Delivering quality products and services to customers guarantees them satisfaction. It boosts customers buying culture and recommend more consumers to buy its products. The consistent production of high-quality clothing both in fashion industry and in the world of sports has promoted dominance of the Nike Company since it first entered the foreign market.

### **Interesting facts about Nike**

1. The famous Nike logo, a solid swoosh, was designed for just \$35 by Carolyn Davidson, a student at Portland State University. Later she was given more than \$640,000 worth of Nike products.
2. The slogan 'Just Do It', which is now well-known all over the world, was inspired by Gary Gilmore's last words. The serial killer said 'Let's do it' before he was executed.

3. Michael Jordan was a legend. He inspired people all over the world with great basketball skill. Before Jordan become a spotlight, he was signed to endorse Nike in 1984. The Air Jordan Sneaker was very famous. It was introduced for the first time in 1985. But it was banned by NBA because the color of the shoes wasn't white enough.

### **Conclusion**

Working on this research allowed us to learn that outstanding courage and pursuit of high standards allowed Nike to become the best clothing companies of all the times.

### **Sources of information**

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