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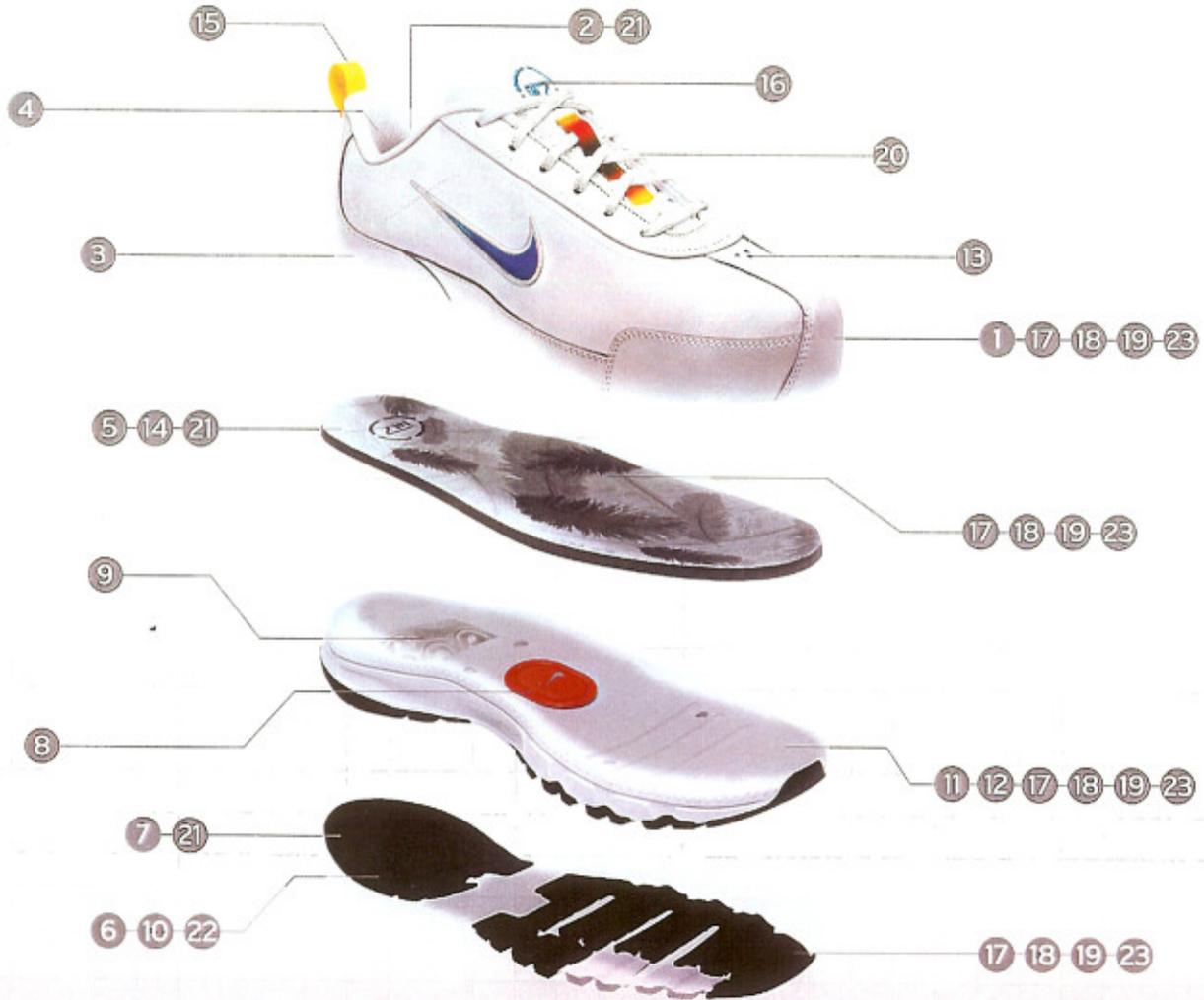
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Nike Air Native N7





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Nike Air Native N7

The Nike Air Native N7 is the result of nearly two years of collaborative research, development and fit testing in partnership with the Native American community. This first-of-its-kind performance shoe is built on a new and unique last created to address the specific fit and width requirements for the Native American foot. The result is a true Native fitting, performance product. The Nike Air Native N7 shoe marks another milestone in Nike's long-standing commitment to Native American communities. Profits from the sale of the Nike Air Native N7 will support "Let Me Play" programs on Native American lands that leverage sport to promote an active and healthy lifestyle. The Nike Air Native N7 shoe also embraces Nike's Considered design ethos, where details in the development and design of the shoe are geared to deliver sustainable innovation and reduce waste, without compromising product performance. The Considered design ethos also honors the traditional Native American Seventh Generation philosophy, an approach that respects the impact of decisions made today on seven generations. The shoe's design draws inspiration directly from Native American culture.

Features True Native Fit based on a new last developed specifically to fit the Native American foot shape

1. Gender-specific lasts: women's toebox is 4 widths wider than a traditional width Nike shoe; men's toebox is 2 widths wider than a traditional width Nike shoe
2. The interior shape of the shoe reflects the shape derived from Native American foot scans
3. The width for both genders is a "true width," meaning the footbed has been made wider as well as the upper material
4. The interior of the shoe is nearly seamless to reduce chafing and irritations
5. 7mm removable sockliner for added support and cushioning (compared to standard 4mm sockliners) and to allow room for orthotics.
6. The outsole rubber is thicker for added durability
7. The heel of the outsole features a "heel kick" to ease heel-to-toe motion

Developed for walking, running and fitness activities

8. Nike+ enabled
9. Encapsulated Nike Air bag in the heel offers a responsive landing and articulation for fitness movement
10. Outsole features Natural Motion tooling with a Radiused heel crash pad for shock absorption
11. Deep flex grooves in the forefoot to enhance flexibility and comfort
12. Phylon midsole for added cushioning and reduced weight

Designed with cues from Native American culture and Nike's Considered Design ethos

13. Arrows are used on the upper, midsole and outsole to signify moving forward
14. Sockliner features feather design, a symbol of all Native culture
15. Heel tab color symbolizes Sunrise-to-Sunset-to-Sunrise
16. N7 mark on tongue is enclosed in circle design representing circle of life philosophy in Native culture--North, East, South and West
17. Considered Design principles incorporated to reduce waste throughout the manufacturing process and use environmentally preferred materials wherever possible
18. Minimal use of solvents
19. Use of injected phylon process to reduce waste
20. Recycled polyester laces
21. Heel counter, lining and sockliner made from closed-loop recycled materials
22. Outsole made from environmentally preferred rubber that reduces toxics and includes 10% recycled rubber content
23. Ability to be recycled after its useful life through the Reuse-A-Shoe program

Men's Nike Air Native | \$43.20

Colorways: Black/Black and White/Metallic Silver-White
Sizes: 6-12, 13, 14

Women's Nike Air Native | \$43.20

Colorways: White/Turquoise and Pink/White
Sizes: 5-11, 12





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In every deliberation
we must consider the
impact of our decisions
on the next seven
generations.

Native American Seventh Generation philosophy