

SNEAKERS > NIKE COLLECTION CELEBRATES FAMILY



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1 HOUR AGO IN SNEAKERS

Nike debuts its new Día de Los Muertos (Day of the Dead) collection just in time for the end of the month celebration on October 15. This collection features Central American traditional colors along with family values with a focal point of the celebration that is predominantly Mexican to popular shoes like the Nike Air Max 90, Nike DBreak Type, Nike Blazer Mid, and Air Jordan 1.

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Día de Los Muertos is a traditional Mexican holiday that brings together families by celebrating and honoring those who have passed. The dead are celebrated by bringing ofrendas (offerings) and making altars in their memory, so they are with their living family forever.

The Nike collection brings this traditional holiday to life by drawing inspiration from the contrast in colors and patterns in the artwork that is displayed. The sneaker company states in their release that “Día de Muertos’s traditional ofrendas, or altars, serve as the design



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inspiration behind each of the silhouettes and apparel pieces, with colors, patterns and crafted details nodding to the delicate, handmade artwork of papel picado and flowers typically seen at an altar” They use the traditional Mexican flower, Marigold, to pay homage to the holiday’s cultural significance and add it to each shoe on the side.

The collection connects back to the idea of family and cultural traditions. Nike adds “Para Mi Familia” (For My Family) on the heel of the DBreak Type, the toe of the Air Jordan 1, and the apparel that goes along.

The new Día de Los Muertos collection is available on October 8 in Mexico and available globally on October 15 on nike.com.

