

## What is it about Michael Jordan Shoes

Written by Eryn Roberts  
Friday, 06 January 2012 00:00

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### Issue:

Nine years after his retirement, thousands lined up at stores across the country to shell out `id=mce_marker80` for the black and white Jordans -- named for Michael Jordan, who carried the Chicago Bulls to six NBA championships in the 1990s -- that went on sale at midnight Thursday. If you know Nike, or if you just watched the news over the Christmas weekend, then you know there was a little craziness surrounding the release of the new Nike Air Jordan. There were long lines in Houston with pushing and short tempers, and violence erupted at shoe stores across the country as people tried to purchase Nike's new retro Air Jordan sneakers, released just in time for Christmas. It's a riot featuring stampedes, gunfire, fisticuffs, smashed property, smushed customers and police having to keep idiots from killing themselves. "We are extremely concerned to hear of the reported crowd incidents around the launch of the Air Jordans XI at some select retail locations," said a Nike statement. "Consumer safety and security is of paramount importance. We encourage anyone wishing to purchase our product to do so in a respectful and safe manner." Within hours of the release of the new design, hundreds of pairs of the shoes were on sale on eBay, some for more than \$500. Many of the pairs already had dozens of bidders. Air Jordans bring in an estimated `id=mce_marker` billion for Nike every year.

### Question:

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What do you think about this craziness all over a pair of shoes, and do you think Nike could do something to better control the safety of consumers?



**WINSTON LORENZ**

Winston Lorenz

I love some J's but that's crazy. Nike could make more of them or release them online so people don't fi

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**BYRON HENSON**

Byron Henson

This is dumb and just plain ignorant. Fist fights, guns, broken doors at the mall. Children almost trampled



**LEON RATCLIFF**

Leon Ratcliff

As long as people think they'll have "it" all with the next great thing, gym shoes, smart phone, purse, the

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**MARCY ALEXANDER**

Marcy Alexander

What the heck is wrong with people? It's a pair of shoes! They need to get a life. If 2012 were to happen

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{jcomments on}