

FASHION DESIGN

流 行 时 尚 设 计

S N E A K E R S

运 动 鞋

张惠光 罗律 编 李焯峰

辽宁科学技术出版社

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SNEAKER HISTORY

1

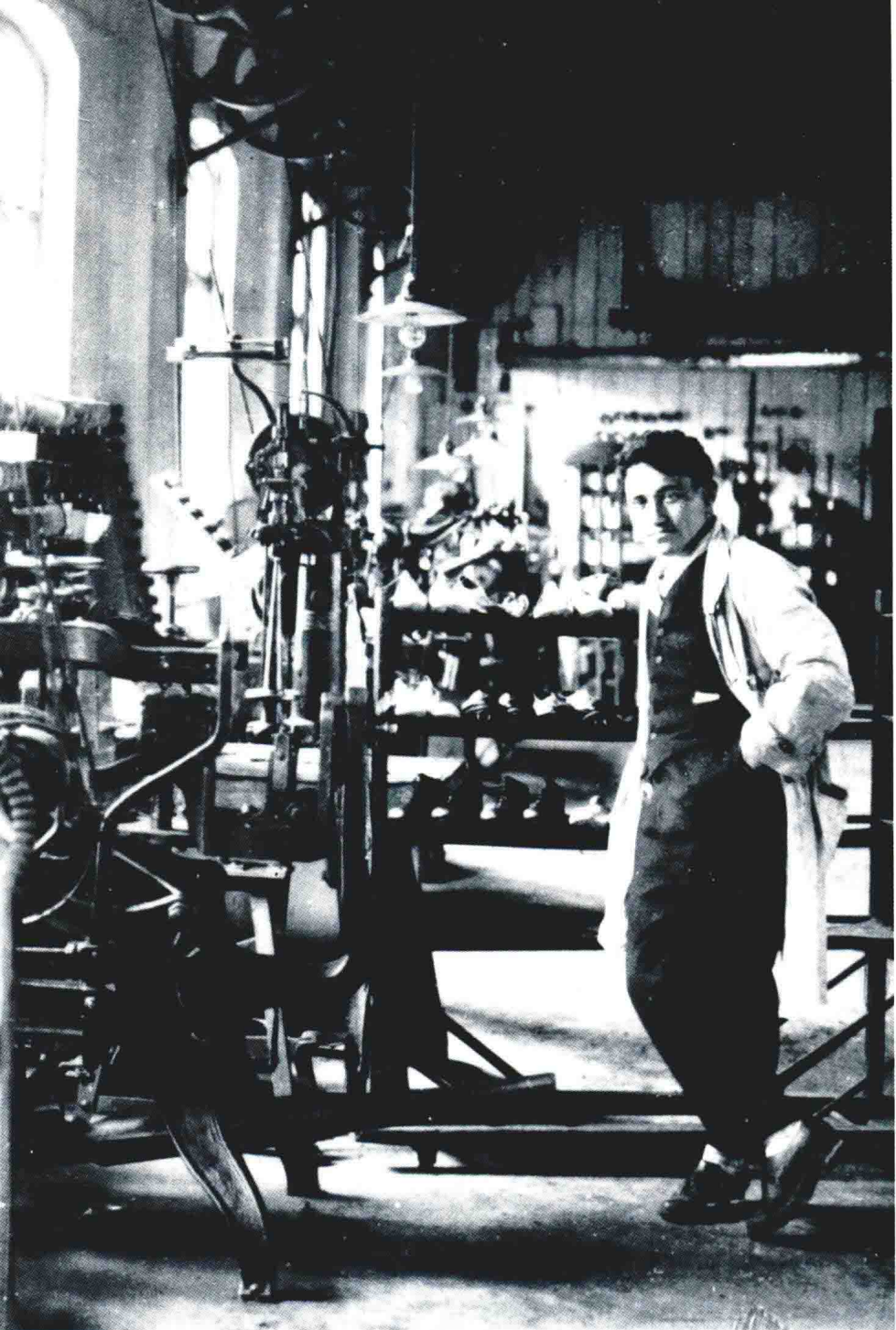


Adi Dassler, founder of adidas

阿迪·达斯勒 (Adi Dassler)，阿迪达斯创办人

The sneaker was so-called for its noiseless quality when it was first made with elastic rubber soles. Considering that it is a relatively modern invention with roots in the Industrial Revolution, the sneakers of today are products of revolutionary industrial, economical and cultural changes that have taken place over the past two centuries.

首次采用有弹性的橡胶做鞋底，走路无声，由此得名运动鞋。运动鞋是一个根基于工业革命但相对现代的发明，今天的运动鞋是两个世纪前工业革命时期经济和文化发展的产物。



The Industrial Revolution developed the craft of shoe-making
工业革命促进了制鞋工艺的发展

From being the typical gym shoes known as "plimsolls", to their rise of stardom amongst world athletic champions, their glamourisation when James Dean wore them in a famous photo shoot and their becoming the fashion staple of today's urban generation, sneakers have been very much part of the fabric of popular culture. The following timeline illustrates the technological and cultural milestones of the sneakers.

从经典的橡皮底帆布鞋到许多熟悉的运动鞋品牌，运动鞋一直停留在运动员领域，直到在好莱坞时尚重新拾回时尚，首先在30年代和50年代，当青少年偶像，詹姆斯被拍摄到穿着牛仔裤、T恤衫和运动鞋时，这些价格低廉，持久耐用的鞋子便成为了世界范围内青少年统一的着装。以下时间表将说明运动鞋的技术发展和文化历史。





1800s

The first rubber-soled shoes, called plimsolls, are manufactured as beach wear.

1892

Goodyear, a rubber shoe company and division of the US Rubber Company, through a newly-invented process called vulcanisation, begins to manufacture rubber and canvas shoes, and settled on "Keds" as the best name.



1908

Marquis M. Converse establishes Converse – the shoe company that revolutionises the game of basketball for more than half a century and makes Converse sneakers an American icon.

1917

Converse releases the world's first performance basketball shoe, the Converse All Star.

1920

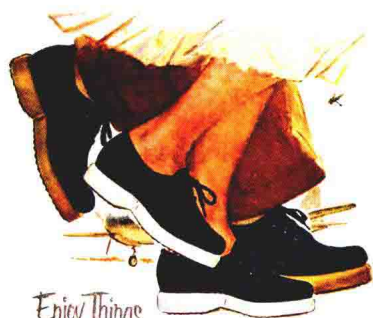
Adi Dassler, founder of the German sportswear company later known as adidas, begins producing handmade training shoes in his mother's washroom without electricity.



1923

The All Star gives way to the Chuck Taylor All Star when the basketball player adopts them as his preferred shoe. He helps to re-style it and promotes it to colleges and high schools in America, until it becomes a must-have for basketball players, teenagers and cultural rebels for more than 50 years. Also known as Chucks, Cons and Connies, this shoe is said to be the most famous athletic shoe in history, having sold more than 744 million in 144 countries to date.





Enjoy Things
Together!



us Keds
THE ORIGINAL KEDS

us Keds
Keds shoes are made

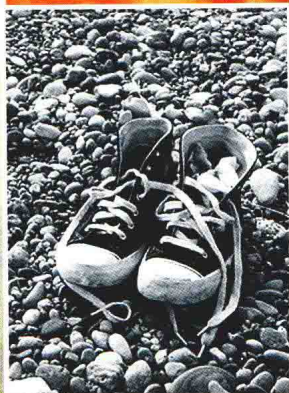
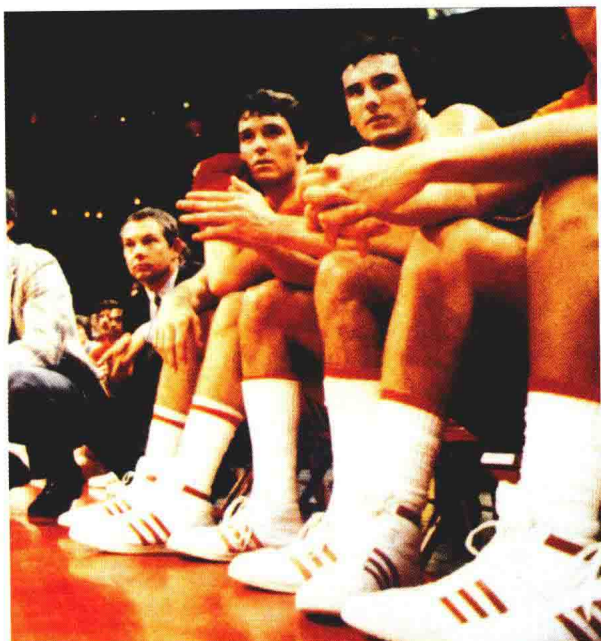
Has Keds shoes in all these wonderful colors

Has Keds shoes in all these wonderful colors



UNITED STATES RUBBER COMPANY, 145 N. 10TH ST., PHILADELPHIA, PA. 19107

ELEMENTS



Marquis M. Converse
Marquis M. Converse 先生