



Nike Air Trainer Escape



Royal Elastic



Puma Mostro



Nike Air Presto Cage



Royal Elastic



Merrell Sequel



Puma Disrupt



Adidas Equipment Neftenga RC



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Nike Air Presto Charge



Tava Cobra



Nike Air Presto Charge



Adidas Bashoo Royale



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# SNEAKERS

运动鞋

辽宁科学技术出版社

张惠光 / 罗律 编

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运动鞋

MENS  
running







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A high-contrast, black and white photograph of a person running on a track. The runner is captured in mid-stride, with their right leg forward and left leg back. They are wearing light-colored shorts with dark stripes on the side and dark athletic shoes. The background is a bright, overexposed sky. A yellow rectangular box with a black border is overlaid on the lower right portion of the image, containing the text 'SNEAKER HISTORY' in bold, black, sans-serif capital letters, with a small '1' in a square box to the right of the word 'HISTORY'.

# **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。







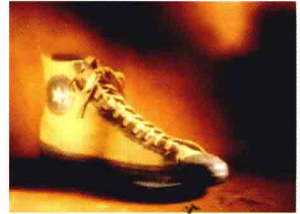


## 1800s

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.

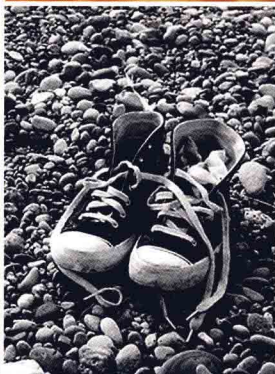
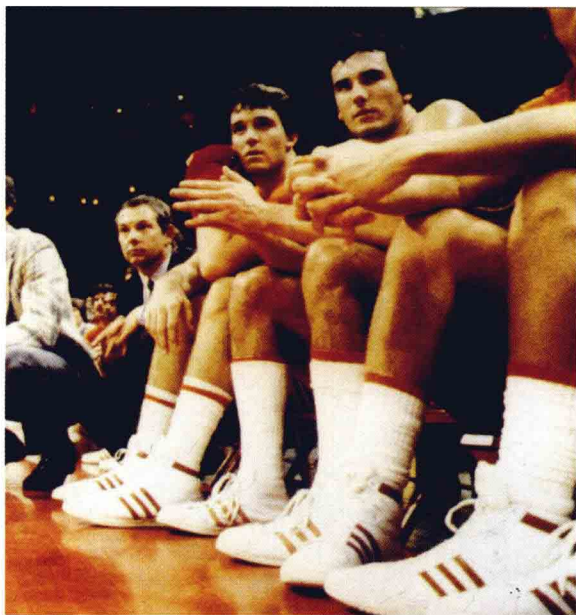


## 1923

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.







Marquis M. Converse  
Marquis M. Converse 先生



*A pair of the well-known Chuck Taylor All Star sneakers displayed at an athletic shoe store in Burlington*

在柏林顿（Burlington）一家运动鞋店中展出的一双著名的Chuck Taylor All Star运动鞋



1800s

第一双橡胶底鞋子，被称作橡皮底帆布鞋，作为沙滩鞋制作而成。

1892

一个橡胶鞋公司Goodyear和美国橡胶公司的分公司，通过一种新发明的方式——硬质橡胶，开始生产橡胶鞋和帆布鞋，最后把Keds作为最佳的名字。

1908

匡威先生建立匡威鞋业公司，对半个多世纪的篮球比赛进行改革，并且成为美国偶像。

1917

第一双匡威全明星篮球鞋问世，是历史上第一双专业篮球鞋。

1920

阿迪达斯的创建者阿迪达斯勒，在他母亲那个连电也没有的浴室里，手工制作了他的第一双训练鞋。

1923

篮球运动员查克·泰勒，把全明星帆布鞋视为他最喜欢的鞋。他不断地推荐全明星帆布鞋给美国各大学、高中篮球队，近半个世纪全明星帆布鞋成为篮球队员、少年和反叛者的必备鞋，同样像Chucks, Cons, Connies这些鞋款被认为是历史上著名的运动鞋，迄今在144个国家卖了超过744万双。匡威公司为表彰他对ALL STAR帆布鞋所作的贡献决定把查克·泰勒的签名作为商标的一部分。