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FEATURES

Nike SB Launches its Zoom Tre

By Eric Stricker

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It doesn't take a genius to decipher the skate-shoe formula these days, especially now that classic, simplistic sneaker designs have taken a foothold in the skate market like the Chuck Taylor did with basketball. If there's one company that could rest on its laurels of making a solid, best-selling, "retro-styled" sneaker, it would undeniably be Nike—the makers of the continually sold-out Dunk. But as Nike's heritage would dictate, that just isn't their MO.

According to Zoom Tre Designer James Arizumi, Nike's newest SB shoe goes above and beyond the technical features found in other shoes in the SB line. "The first objective with the Zoom Tre," explains Arizumi, "was to create a skate shoe that was extremely light. The weight of a shoe has a significant impact on how the shoe performs in any sport, specifically skateboarding. With a lighter shoe, there's less weight, allowing the rider to do higher flip tricks, bigger gaps, et cetera."

To introduce its new, fully tech, yet simple-looking Zoom Tre to skateboarding, Nike SB dedicated an early-December weekend to flying in editors from nearly every major skateboarding magazine. Twenty editors from all over the world flew into Nike's headquarters in Beaverton, Oregon for a behind-the-scenes look into the making of the Zoom Tre via a meet-and-greet with Nike footwear designer James Arizumi.

The tour consisted of a series of presentations and an exclusive, no-photo-op tour of the Nike campus. At the conclusion of the tour, editors were offered a chance to test drive fresh-off-the-boat samples of the Zoom Tre at Portland's newly remodeled Department Of Skateboarding (as seen in Nike's recent P-Rod ads). Editors also tested the shoes at Nike's new 15,000-square-foot private indoor training facility (formerly the home of Savier) located on Portland's east side.

Some of the writers on hand included SBC's Harry Gils, Skateboarder's Brian Peech, Slap's Mark Whitely, Skateboard Trade News' Adam Sullivan, and TransWorld's Eric Stricker who all managed to eat dinner at the very same table without flinging a single piece of sushi. The meal was eaten in peace as all parties seemed to enjoy being in the company of other like minded skate nerds. "I'm just glad I had the opportunity to bring so many of you guys together. This has never been done before," said Kevin Imamura, Nike SB communications manager and sixth man at the table. The Nike Zoom Tre is scheduled to hit shops in March.



A tried and tested Nike Zoom Tre sample.

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