

## **FAQs: NIKE, INC. PRESENTS 'TEN ICONS RECONSTRUCTED' BY VIRGIL ABLOH**

### **PRODUCT AND LAUNCH INFO**

#### **1. What styles from THE TEN collection are you launching and when?**

The first five styles of The Ten — the Air Jordan I, Nike Blazer, Nike Air Presto, Nike Air Max 90 and Nike Air VaporMax — will be pre-released in New York City September 9-13.

Global release dates of the first five styles of The Ten - London (Sept. 18-22), Milan (Sept. 21-25) and Paris (Sept. 26-30).

#### **2. In NYC, will the pre-released styles be available for purchase at 23 Wall Street, NikeLab 21M and DSM?**

Shoes will be available to purchase in NYC at NikeLab 21M and DSM.

#### **3. I read you are pre-releasing five styles in September. Aren't there ten styles? When will the others be released?**

There are 10 styles in the Nike The Ten collection under two themes "REVEALING" and "GHOSTING". We are pre-releasing the first five "REVEALING" styles (Air Jordan I, Nike Blazer, Nike Air Presto, Nike Air Max 90 and Nike Air VaporMax) from September 9-13 in New York City, from September 18-22 in London, from September 21-25 in Milan and September 26-30 in Paris. The entire collection will be available in November.

#### **4. Which of THE TEN collection will I have access to in September?**

Consumers can purchase five select footwear styles beginning September 9 in New York City including the Air Jordan I, Nike Blazer, Nike Air Presto, Nike Air Max 90 and Nike Air VaporMax.

#### **5. Can I purchase all five styles or is there a limit?**

In New York City, each of the "REVEALING" footwear styles will be available via THE DRAW in New York City. Consumers may enter THE DRAW once for each style of footwear starting September 6. Launch methods may vary in London, Milan and Paris.

#### **6. Will this collection release online?**

Stay tuned to [www.nike.com/theten](http://www.nike.com/theten) and [SNKRS](https://www.instagram.com/snkrs) for updated details.

### **PROCESS**

#### **7. Where can I purchase THE TEN and when?**

Consumers in New York City will need to enter THE DRAW to purchase the collection beginning September 6.

#### **8. How do I enter THE DRAW in New York City?**

Please follow [@nikenyc](https://www.instagram.com/nikenyc) and [www.nike.com/theten](http://www.nike.com/theten) for information on how to enter THE DRAW.

#### **9. How will I get notification of what's releasing and when through THE DRAW?**

All information regarding the release of The Ten as well as information on THE DRAW will be available via [@nikenyc](https://www.instagram.com/nikenyc) and on [www.nike.com/theten](http://www.nike.com/theten).

#### **10. When I go to pick-up in New York City, do I need to have ID?**

Yes, you will need valid identification to purchase and redeem footwear. The name entered for THE DRAW must match the name on the identification provided.

**11. What's considered valid ID?**

A government issued, unexpired driver's license, identification card or passport.

**12. What do I do if I can't make it to pick-up my pair in New York City? Can I send a proxy?**

You must be present to purchase and redeem your footwear if you are selected in THE DRAW. We will not accept a proxy.

**13. If I win multiple styles via THE DRAW in New York City, can I pick them all up in one day?**

If you are selected in THE DRAW, you will receive communication with complete details on how to purchase and redeem footwear.

**14. What happens if I win a pair via THE DRAW and I'm unable to pick them up in New York City?**

If you win THE DRAW, you must be available in person to purchase and redeem footwear.

**15. If I win via THE DRAW, how will that be communicated?**

You will receive official confirmation and communication with details on how to purchase and redeem footwear.

**16. What time can I line up to purchase if I win via THE DRAW in New York City?**

You will receive pick-up time in your confirmation email. There will be no need to line up.