

NIKE AND REALTREE - PERFORMANCE SQUARED

Active outdoors folks demand high-performance products, including footwear. That's why it's no surprise that industry giants Nike and Realtree have joined forces to deliver top-of-the-line innovation in that market.

At Nike, we believe all athletes deserve the very best products. There's no sport or athletic activity in which we don't try to push the limits of what's possible through innovation and inspiration. Realtree is the perfect partner to deliver innovation through camouflage patterns, and anytime we can partner with another industry leader, we know it elevates the result for our athletes.

Nike's current Realtree-branded product line — [Special Field Boots Field](#), [SFB Jungle boots](#) and [Metcon 3 Realtree](#) available at [Nike.com](#) — reflects the natural synergy between the companies.

Nike continues that synergy with the introduction of the [Nike SFB Field 2 GTX Realtree EDGE Camo Boot](#), which is designed to be an extension of the outdoorsman's body, while enhancing balance, endurance, speed, adaptivity and prowess. This Nike Realtree camo boot boasts a military-inspired design that has been modified to meet the outdoor enthusiast's needs. Lightweight materials and construction provide total support and stability for quick movement in the most rugged conditions.

This stylish, yet comfortable 400-gram camo boot features a full-grain leather upper and breathable canvas for all-day comfort. Its rubber outsole provides an aggressive traction pattern for support and stability on unpredictable terrain, while the hard rubber in the toe and heel maximize durability. The web lacing system helps create a snug fit and secure lockdown.



NIKE SFB FIELD 2 GTX REALTREE EDGE





Our partnership is footwear focused. At Nike, we have always been committed to creating innovative products that help athletes of all pursuits. We are excited to bring lightweight performance innovation to the outdoor world through our Special Field Boots featuring Realtree camouflage patterns.

Nike



**NIKE SFB 8" FIELD
REALTREE**



NIKE METCON 3 REALTREE XTRA



Offering SFB products in Realtree seems like a no-brainer. However, the Realtree/Nike union began in other arenas.

The partnership between Nike and Realtree began in 2011 through Nike iD and Nike SB (skateboarding). Our first offerings spoke to a sportswear and fashion audience, but the response we got from consumers made it clear there was an opportunity here to expand this partnership into true outdoor sport performance. The products we are producing today speak to the outdoor world from a function and fashion perspective with the authenticity that comes from the industry leader in field sports.

Nike



NIKE AIR FORCE 1 PREMIUM iD



NIKE AIR FORCE 1 PREMIUM iD
THE REALTREE™ ONE



NIKE SFB REALTREE XTRA



And as happens with many iconic brands, the appeal of performance products has spilled over into the lifestyle market.

Nike has always been rooted in performance, but we know that our athletes have the same high expectations for everything they wear. Over the last 45-plus years, we have evolved from a running company to the global leader in footwear and apparel of all styles. The Realtree partnership allows us to use an authentic pattern that field athletes have made clear they want for performance and fashion.

Nike

With a solid foundation and great products in place, the future — near and long-term — looks bright for Nike and Realtree.

It's a partnership. We believe that anytime you have global industry leaders partnering, the consumer wins, and ultimately, that is our goal.

You never know what's next. We are excited to be in partnership with Realtree and anticipate bringing amazing innovations to field athletes around the world.

Nike