

Selling only to independent skate shops.

By doing so, skateboarders and skate shop owners alike respected Nike and their new found commitment to the skateboarding community. The Nike SB's are only found in skate shops and are becoming the cash cows of most shops, with many models selling out in minutes after going onto the shelves. Consider yourself lucky if you are fortunate enough to have a skate shop that carries Nike SB products.

