

Bringing back the Nike Dunk and tweaking it to become a functional skate shoe.

In 1985, the Nike Dunk was released to the world as a premier basketball shoe with a plethora of colors and a cool, retro look, it quickly became a world-wide hit. After Nike saw the success of “retroing” older Air Jordan’s in the 1990’s, they thought this approach might work in the skateboarding market. Just by adding padding in the lining of the side of the shoes and plenty in the tongue, the Nike Dunk SB was born and now has an entire subculture of collectors and fanatics.

Some Dunk SB’s are modeled after different aspects of pop culture, such as the “[Freddy Kreuger](#)”, “[The Heineken](#)”, and the “[Mork and Mindy](#)”, where the color schemes depict the name of the shoe. Some limited edition Dunk SB’s even sell in excess of \$2,000 aftermarket, where they originally retailed between \$65 and \$110 dollars.

