Nike's Jordan brand to create first ever women's collaboration with Vogue

By Cassidy Mantor - 13 July 2018

Nike's Jordan Brand is launching its first ever women's collaboration in the form of a two-style footwear capsule bearing the seal of approval from Vogue's editor-in-chief Anna Wintour.

The capsule uses iconic Jordan styles the AJIII SE and the AJI Zip. The AJI Zip AWOK comes in red and white colorways, and features embellishments including an "Edited by Vogue" tag and an "AWOK" signature on the sole and tongue.

AWOK stands for "Anna Wintour Okay," which is what the editor writes when she approves creative or editorial content for Vogue.

The AJIII SE AWOK draws from Wintour's suits and uses tweed as the main material. It is offered in black and red, and features the "AWOK" signature on the heel.

Both shoe styles come in special packaging including two dust bags and an "Edited by Vogue" keychain.

Vogue currently looks to be exploring the potential of partnerships with a range of brands, having also collaborated with Vice last year to launch a multi-platform partnership designed to showcase content from both outlets, a project which has since been put on hold.

The Nike collaboration also comes amidst rumors of Wintour's impending exit from Vogue after completing the September issue, reports which have been repeatedly refuted by the publication's parent company Condé Nast.