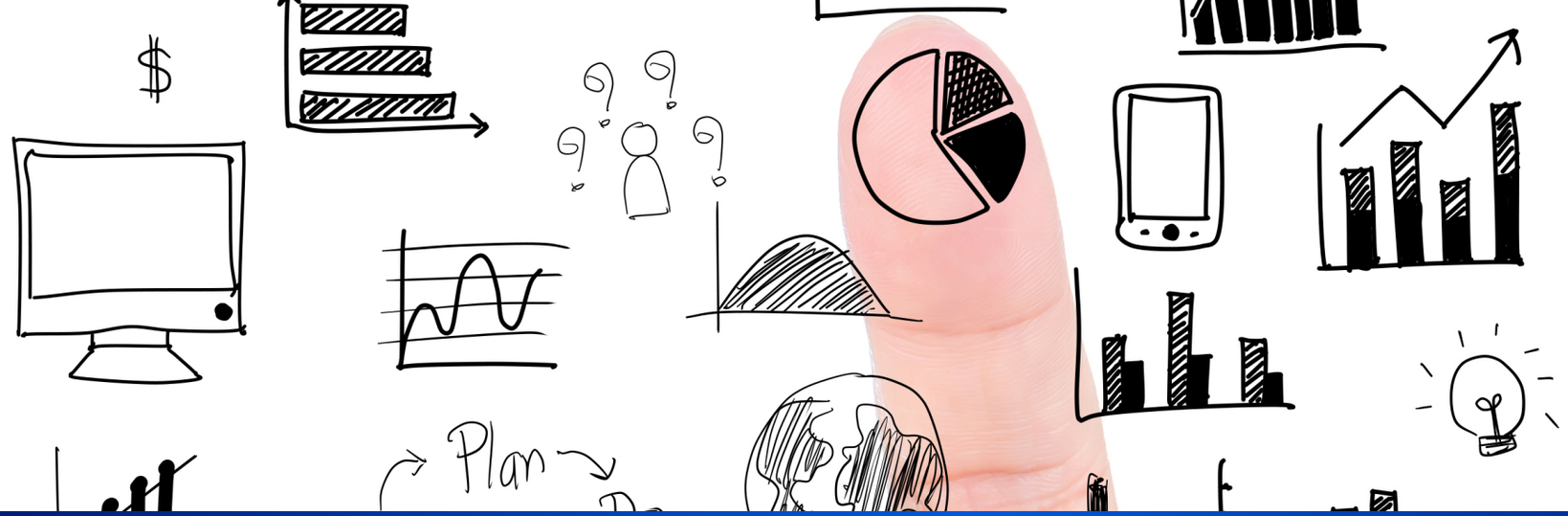

Did You Know?

The brand Nike is named after the Greek goddess of victory, from Greek mythology. In fact, its original name is Niké with tilde, so Nike should not be pronounced "naik" as we most do in spanish, but "naiki". The famous logo of the brand, the swoosh, was designed by Caroline Davison inspired by the goddess and shaping one of her wings. Phil Knight bought the rights from Caroline for just $35 and is now one of the most representative logos in the world.

Reference:

Portillo, Salva. (2014) 10 Curiosities that you probably did not know about sneaker brands. Retrieved from: http://www.runnics.com/blog/10-cosas-seguramente-no-sabias-sobre-marcas-de-zapatillas