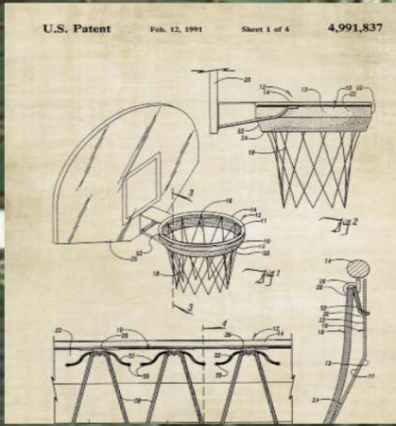


# AIR JORDAN PROJECT

NIKE X FEDERATION FRANCAISE DE BASKET-BAL



TECHNICAL



OUTSIDE



GROUN  
FFBB NEW G



CONCRETE



# AIR JORDAN PROJECT

NIKE X FEDERATION FRANCAISE DE BASKET-BALL



# AIR JORDAN PROJECT

NIKE X FEDERATION FRANCAISE DE BASKET-BAL

GROUND PLAY IS A COLLECTION BASED AROUND THE OUTSIDE BASKETBALL GAME. THIS APPLIES TO PERSONS LIVING IN THE CITED OR IN THE COUNTRYSIDE WHO DO NOT NECESSARILY HAVE THE MEANS TO PLAY IN A CLUB.

IN MORE DILAPIDATED PLACES WHERE NATURE IS INVASIVE, WE WILL DEVELOP A TECHNICAL COLLECTION AROUND BASKETBALL.

WE WILL HIGHLIGHTING THIS "URBEX" AESTHETIC WHILE TAKING INTO ACCOUNT THE NEEDS OF THE PLAYERS IN THE FACE OF THIS ENVIRONMENT AND THE SITUATIONS THEY FACE.



# AIR JORDAN PROJECT

NIKE X FEDERATION FRANCAISE DE BASKET-BAL



# AIR JORDAN PROJECT

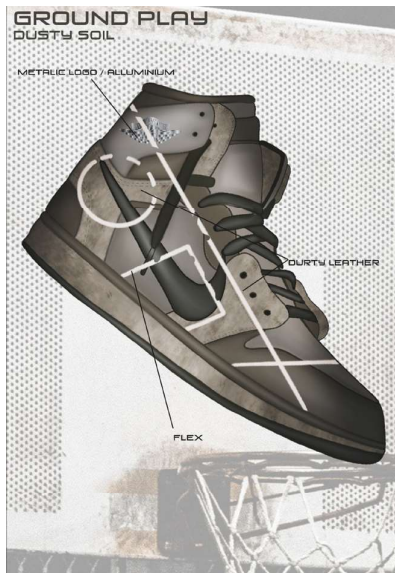
## NIKE X FEDERATION FRANCAISE DE BASKET-BAL



DUSTY DESERT



GRASS



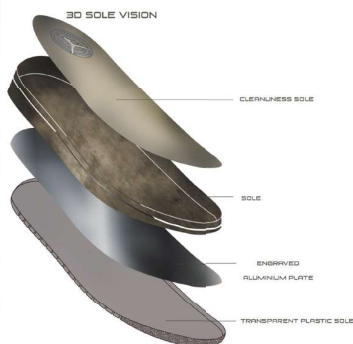
DUSTY DESERT



GRASS



DIRTY LAMB LEATHER



# AIR JORDAN PROJECT

## NIKE X FEDERATION FRANCAISE DE BASKET-BAL

### PACKAGINGS BOXES



GROUND PLAY BOXES



DUSTY SOIL



DUSTY DESERT



GRASS



COMMERCIAL VISION  
RUST



INVASION BOXES

MOSS ILLUSION FABRIC

TRAP CAGE DUSTY SOIL BOX

ALLUMINIUM FABRIC

SCREW DETAILS



SPORT HAND BAG / DUSTY SOIL



MASKS / DUSTY



METALICS RINGS



BEANIE / DUSTY DESERT



CROSS BODY BAG / DUSTY SOIL



CAP / DUSTY SOIL