



What is Flywire?

NIKE SPORTS RESEARCH LAB TESTING

Researchers in the Nike Sports Research Lab (NSRL) developed a prototype early on, based on where the shoe needed support to determine the specific Flywire placement. Because Flywire was to be used in both running shoes and basketball shoes, it needed to withstand upwards of 2000 pounds of force. Rigorous testing on basketball players in the NSRL yielded an upper, encased in a web of cords, positioned to withstand intense side-to-side cutting and 45 degree lateral moves.



FLYWIRE

Flywire helps provide ultra-lightweight support and comfort for your foot. It gets its strength from thin Nylon fibers strategically placed on the upper of the shoe to hold the foot in place, helping to reduce slippage during activity. This allows for a massive reduction in weight because material is there only where it's needed for structure.

HOW DOES IT WORK?

CONSTRUCTION

- 1 Individual free-running cables made from high-performance Nylon are attached at the eyestays and the bottom of the shoe to provide incredible strength, hold and flexibility for your foot.
- 2 Each individual fiber is very lightweight, and is strategically placed on the upper to help provide support where you need it most.



Conceptual Model



Prototype



Nike Zoom Victory Spike



Nike Zoom Victory+



LunaRacer



Nike Hyperdunk

PERFORMANCE BENEFIT

Suspension bridges were the inspiration behind Flywire. Strategically placed fibers, like cables on a suspension bridge, help offer support just where you need it. Flywire allows for an extremely lightweight and minimalistic upper. Individual, high-tensile fibers wrap around the upper of the shoe to help hold and support your foot. The fibers are very lightweight and flexible, helping your foot articulate more while simultaneously reducing slippage. Flywire helped create Nike's lightest track spikes and basketball shoes ever.

BEIJING DEBUT: INSIDE SCOOP

Flywire will make its debut in Beijing on the Nike Zoom Victory Spike, Nike Zoom Victory+ and LunaRacer running shoes, as well as the Nike Hyperdunk basketball shoe.