



#### Kenneth Cappello

IN 1984, MJ LAUNCHED THE ORIGINAL AJ 1 ON THE PLAYGROUNDS OF CHICAGO. THIS ICONIC PHOTOGRAPH WAS THE GENESIS OF WHAT THE BRAND HAS BECOME TODAY....



THE PLAYGROUND REPRESENTS THE INTERSECTION OF THE GAME ITSELF AND THE CREATIVITY AROUND THE CULTURE OF THE GAME. IT'S A MOMENT LIKELY EXPERIENCED IN YOUR YOUTH, AND STAYS WITH YOU AS YOU GROW IN TO A MORE SERIOUS AND COMPETITIVE PLAYER IT NEVER LEAVES YOU.

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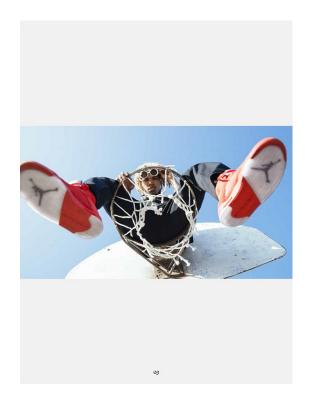


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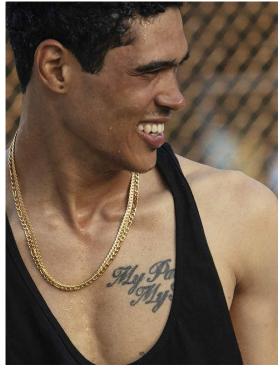




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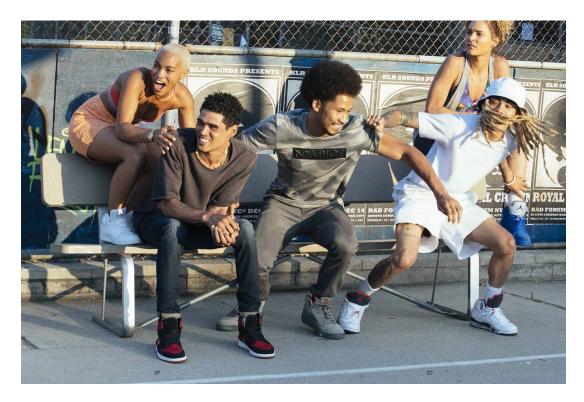
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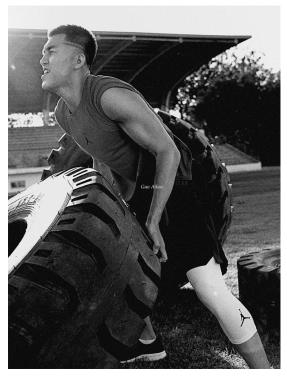




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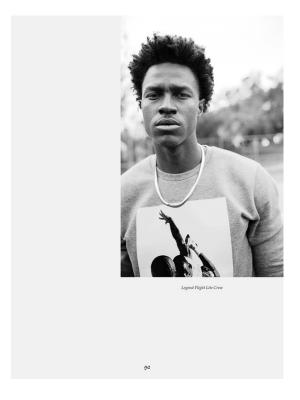
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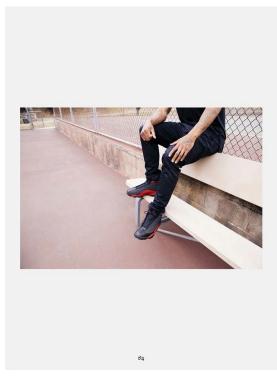


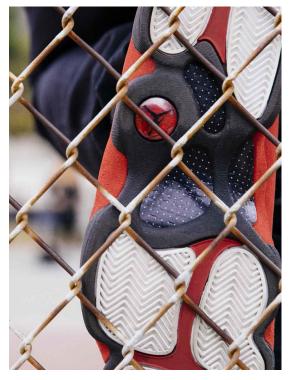




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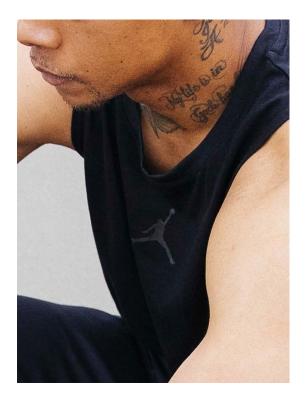


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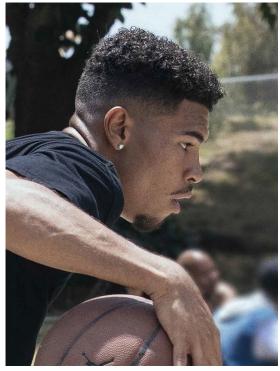




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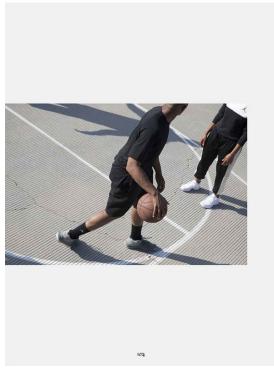






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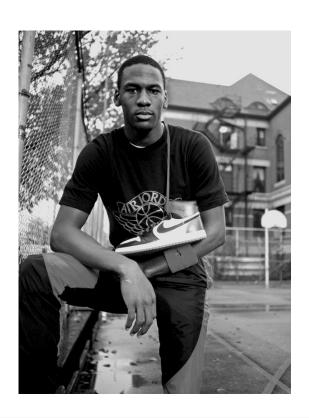


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