

SB x AJ4 'Pine Green'

- 'Pine Green' 🟢 is the #1 most wanted Air Jordan SB of all-time
- #3 most wanted sneaker 🟢 of 2023
- 35% of Air Jordan 4 sales this year 📊

☐ Padded tongue



☐ Poron forefoot sockliner

☐ Top selling SB x AJ of all-time

Sect. I. Introduction

On March 3, 2023, Nike released the SB x Air Jordan 4 Retro SP 'Pine Green,' the first Jordan SB release since 2019. It is currently the #3 most wanted sneaker of the year on GOAT. FIG. A

Retailed at \$225, it carries an average profit margin of +58% and sold at a peak price of \$1147.

FIGURE A
The six most wanted sneakers on GOAT, 2023

Rank	Name
1.	Dunk Low 'Black White'
2.	Air Jordan 3 Retro 'White Cement Reimagined'
3.	Nike SB x Air Jordan 4 Retro SP 'Pine Green'
4.	Air Jordan 4 Retro 'Thunder'
5.	Air Jordan 4 Retro SE 'Craft'
6.	Wmns Air Jordan 4 Retro 'Seafoam'



Sect. II. SB x Air Jordan

The Nike SB debuted in 2001, with features engineered for skateboarders' specific needs.

The first SB x Air Jordan 1 launched in 2014, following years of professionals like Lance Mountain and Eric Koston skating in AJ1s. Nike leveraged skater collaborations to boost the new silhouette's credibility.

There have been nine SB x Air Jordan releases to date. FIG. B

FIGURE B
A complete timeline of SB x Air Jordans



[1] Craig Stecyk x Air Jordan 1 SB
 [2] Lance Mountain x Air Jordan 1 Retro SB QS 'Black'
 [3] Lance Mountain x Air Jordan 1 Retro SB QS 'Lan...
 [4] Air Jordan 1 Retro High SB 'LA To Chicago'
 [5] Air Jordan 1 Retro High SB 'NYC to Paris'
 [6] Eric Koston x Air Jordan 1 Low SB 'Midnight Navy'
 [7] Eric Koston x Air Jordan 1 Low SB 'Powder Blue'
 [8] Air Jordan 1 Low SB 'Desert Ore'
 [9] Nike SB x Air Jordan 4 Retro SP 'Pine Green'

Sect. III. SB x AJ4

'Pine Green' represents Nike's first application of SB technology to an Air Jordan 4. FIG. C

FIGURE C
'Pine Green' marries SB and Air Jordan 4 technologies

- SB
- AJ4



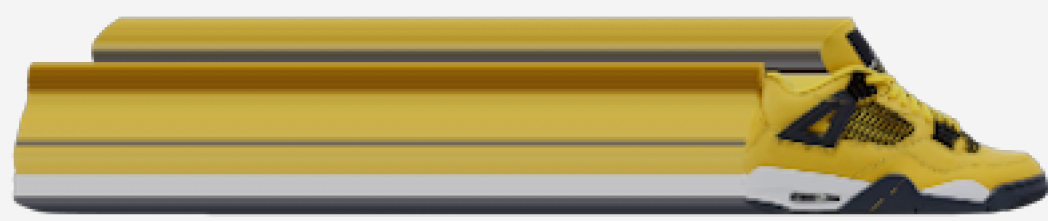
- a. Jumpman tongue
- b. Reinforced toe vamp
- c. Poron forefoot sockliner
- d. Branding on heel
- e. Padded tongue
- f. Nike Air Zoom inserts

Sect. IV. Air Jordan 4

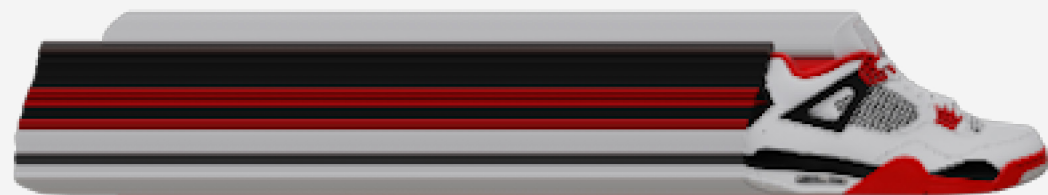
Designed by Tinker Hatfield with the help of Sandy Bodecker, the Air Jordan 4 was released in 1989 as breathable, technologically sophisticated upgrade to the Air Jordan 3.

The AJ4 has held the #3 most wanted position on GOAT since 2019. The shoe's popularity is sustained by the regular release of high profile colorways like 'Red Thunder' and 'Military Black.' FIG. D

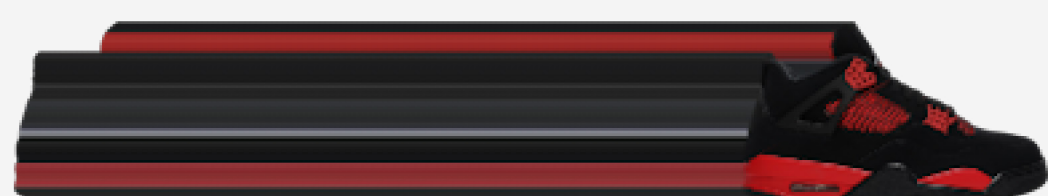
FIGURE D
The Nike SB x AJ4 Retro SP 'Pine Green' ranks 11th in all-time AJ4 sales



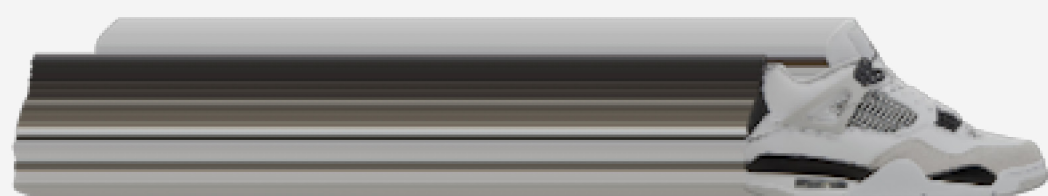
[1] Air Jordan 4 Retro 'Lightning' 2021



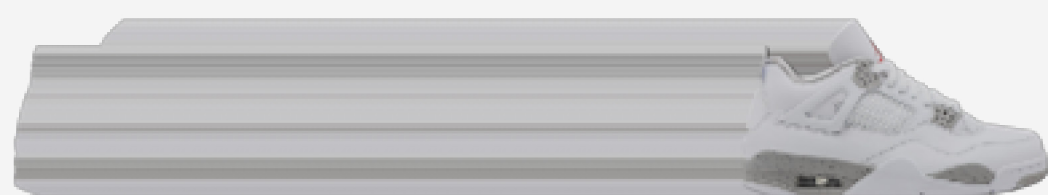
[2] Air Jordan 4 Retro OG 'Fire Red' 2020



[3] Air Jordan 4 Retro 'Red Thunder'



[4] Air Jordan 4 Retro 'Military Black'

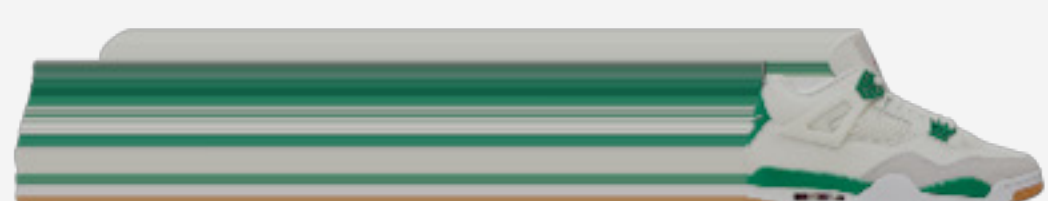


[5] Air Jordan 4 Retro 'White Oreo'



[6] Air Jordan 4 Retro OG 'Bred' 2019

[...]



[11] Nike SB x AJ4 Retro SP 'Pine Green'

Sect. V. 'Pine Green'

'Pine Green' is the #1 most wanted and top selling AJ4 in 2023, representing 35% of total sales. FIG. E

Unlike the AJ1, the 4 was never seen as an unofficial skate shoe [although it has had fans like Eric Koston, who was the first to leak images of the SB x Air Jordan 4 crossover].

Despite its lack of skate pedigree, 'Pine Green' is the most wanted and top selling Air Jordan SB of all-time. FIG. F

FIGURE E
Air Jordan 4 sales, 2023

■ 'Pine Green'
■ 152 other Air Jordan 4s

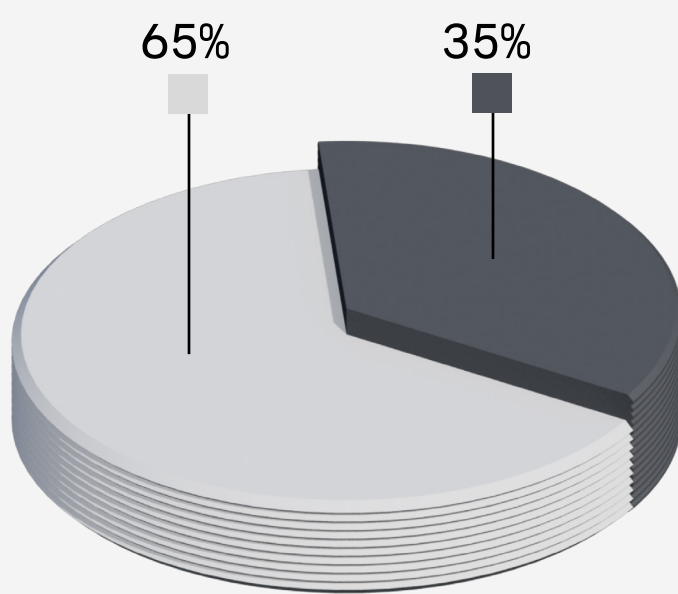
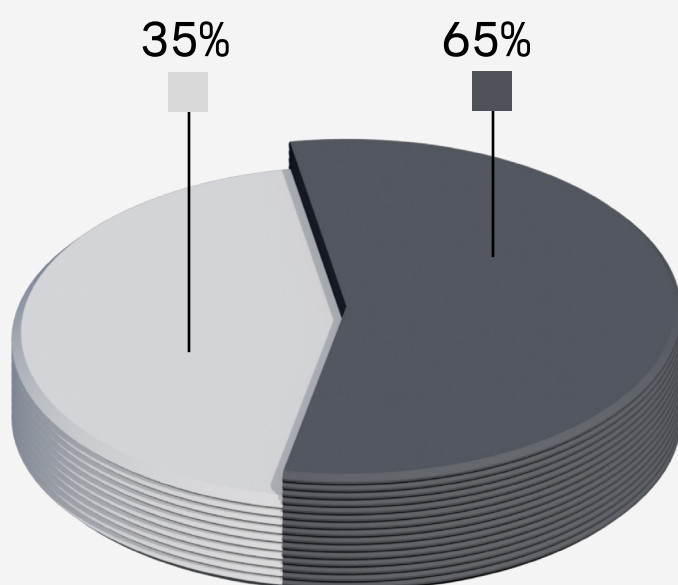


FIGURE F
Air Jordan SB demand on GOAT, 2023

■ Air Jordan 4 SB
■ Air Jordan 1 SBs



Sect. VI. Conclusion

What might have felt like an unlikely marriage between two Nike sub-brands has dominated both the SB and Air Jordan 4 charts.

Additional Air Jordan 4 SB releases are rumored to debut in late 2023 or early 2024, reflect the growing market demand for this new crossover.