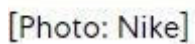


《新鲜事：耐克的2020奥运系列出炉了》

耐克今年的奥运会运动员特供服装终于出来了，不少粉丝已经盼了很久，不过……大家似乎对这一次的衣服不怎么满意。本次的这个特别系列极其简单，很多人觉得压根就是没设计。而设计师也说这一次的设计宗旨基本也就是没什么设计，尽量简单。据说这是为了贴合本次奥运的主题——可持续发展。

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[illegible]

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Volt has continued to be the color of progress in sports, a literal, brighter future looking right at you—and so over the years, Nike has resurrected it for important product launches.

Volt??



1/10 [Photo: Nike]

But at this year's Olympics in Tokyo, the tracksuits and shoes that Nike will provide athletes are a complete 180 from previous years. The uniforms are neutral in color—they appear to be white, but are actually a very faint gray.

??——????????????????????????

“This year . . . it's almost a denial of color . . . that we think is gonna be [the standout],” says John Hoke, chief design officer at Nike. He jokingly calls the new aesthetic “rawthentic.”

“?????.....?????????.....????????[???]?”?????????..????????????????“?????”(rawthentic)?

Nike is reading the room: Both Japan and the Olympic Committee have made sustainability a big priority for the 2020 games.

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