

Источник: <https://www.unionroom.com/the-evolution-of-nike-advertising/>

**THE EAGLE GIVES YOU ALMOST NOTHING**

**TO BE EXCITED ABOUT.**

When it comes to road racing flats,

5.1 ounces٭ is almost nothing. Each one

weighs less than the box it comes in.

That’s the lightest racing flat we’ve

ever made. As far as we know, it’s the

lightest production model ever made by

anybody.

And we think that’s exciting.

Especially when you consider this shoe

has already clocked a 2:10 marathon.

It’s definitely not a training shoe. The

Eagle is made to be worn on race day, like

wearing your best pair of competition

spikes.

It combines an unusual spike-like

design through the shank, a PermaFoam

sockliner and a Variable Width Lacing

System™ to give you the best fitting

performance shoe we’ve ever devised.

And also the lightest.

The Eagle, feather-weight champion

of the road.

٭Approximate weight for size 9