NIKE PROJECT ALMOST BEATS TWO-HOUR MARATHON TIME

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Breaking2 by Nike, Monza


Monza – Three elite athletes attempted to run the record-breaking time in the marathon, which took place in Monza in Italy.

Throughout the process, the athletes worked with experts in biomechanics, coaching, design, engineering, materials development, nutrition and sports physiology and psychology to gather key research data.

‘Attempting to break the sub-two-hour marathon [time] challenges the perception of what is possible in sport, resets the expectations of products and enables Nike to gather incredible athlete insight,’ reads a statement from the brand.

Following the marathon – in which runner Eliud Kipchoge finished first with a time of 2 hours and 25 seconds – Nike has launched a microsite highlighting a number of products under the Breaking2 initiative. The products include footwear worn by the athletes during the race, and have been developed from the research gathered.

The Breaking2 programme will conclude this summer with a feature-length documentary produced in partnership with National Geographic.

The Big Picture

: By organising a landmark event to better improve its products, Nike is showing its dedication as an Immortal Brand

: As we outlined in The Optimised Self macrotrend, brands are still looking at new ways to satisfy our need to push self-improvement to its limits