

Air Jordan 1 Retro High OG

The Air Jordan 1 Retro High OG is one of the most iconic sneakers in history, originally released in 1985 as Michael Jordan's first signature shoe. The "Retro High OG" refers to re-releases that stay true to the original design, materials, and branding.

Key Features:

- OG color blocking – Original colorways like "Bred" (Black/Red), "Royal", "Shadow", and "Chicago" are highly sought after.
- Nike Air branding – The tongue tag and insole feature the original Nike Air logo (not the Jump man), a hallmark of OG retros.
- Premium materials – Leather uppers with a sturdy build, though modern retros sometimes vary in quality.

Popular Colorways:

- Chicago (2015, 2022 Re-release) – White/Black-Red
- Bred (Banned) – Black/Red
- Royal – Black/Blue
- Shadow – Black/Grey
- Shattered Backboard – Orange/Black (inspired by MJ's 1985 Italy game)

Cultural Impact:

- A staple in hip-hop, skateboarding, and street fashion (worn by Travis Scott, Virgil ABL oh, and countless others).
- Collaborations like Off-White x AJ1 ("The Ten"), Travis Scott x AJ1 High, and Dior AJ1 have elevated its status.

Buying Tips:

- Retail vs. Resale: OG retros sell out instantly and resell for high prices (e.g., Chicago 2022 goes for 400–800+ depending on size).
- Legit Check: Watch for stitching, toe box shape, and Nike Air tongue tag to spot fakes.
- Fit: Runs true to size, but some prefer a half-size up for wider feet.
- The Origins & Banned Myth
- 1985 Debut: Designed by Peter Moore, the AJ1 was the first shoe for MJ, costing \$65.
- "Banned" Legend: The NBA fined Jordan \$5,000 per game for wearing the Black/Red (Bred) AJ1 for violating "uniformity rules." Nike turned this into a marketing goldmine with ads hinting at a league ban (though MJ mostly wore them without consequence).
- Reality: The actual "banned" shoe was the Nike Air Ship, but the AJ1 inherited the myth.

2. OG vs. Retro: What Makes an AJ1 "OG"?

- Original 1985 Traits: Thicker leather, unstructured toe box, no Jump man branding (only Nike Air).
- Modern OG Retros: Since 2013, Nike labels re-releases with original details as "OG" (e.g., 2015 Chicago, 2017 Royal). Non-OG retros may have Jump man logos or altered materials.

3. Most Valuable AJ1 High OG Colorways

Colorway	Year Released	Resale Price (2024)
Chicago (2015)	2015	1,500–3,000+

Off-White Chicago (The Ten)	2017	5,000–10,000
Travis Scott Mocha High	2019	1,200–2,500
Dior AJ1 High	2020	10,000–20,000
Shattered Backboard (2015)	2015	1,800–3,500

Note: Prices vary by size/condition. 2022 Chicago re-release is more affordable (~500–800).

4. How to Spot Fake AJ1 High OGs

- Tongue Tag: OG retros say "Nike Air" (not Jump man).
- Wings Logo: Should be deeply embossed, pointing to the top lace hole.
- Hourglass Shape: Legit pairs have a tapered silhouette (fakes are often boxy).
- Swoosh Stitching: Clean, tight stitches with no glue stains.

5. Styling the AJ1 High OG

- Smart Casual: Try black tailored pants + white AJ1s (e.g., Shadow or Neutral Grey).
- Hype beast Flex: Travis Scott AJ1s with earth tones or vintage band tees.
- 6. Upcoming Releases (2024–2025)
- Black Toe Reimagined (2025) – Rumored to replace white leather with aged off-white.
- AJ1 High OG "Yellow Ochre" (2024) – Similar to 1985 "Metallic" series.
- Potential Chicago Re-Retro – Every 7–10 years (last was 2022).

7. Why the AJ1 High OG Still Dominates

- Timeless Design: Works on-court, on-streets, and in high fashion.
- Nostalgia: Represents MJ's rookie year and sneaker culture's birth.
- Want more? Ask about:
- Best AJ1 alternatives (e.g., AJ1 Low, Dunk High)
- How to restore old AJ1s
- Rarest AJ1 colorways (e.g., 1985 "Natural Grey")

1. SECRET DETAILS IN OG COLORWAYS

- "Bred" (Black/Red): The red outsole was considered "too flashy" by the NBA in 1985.
- "Chicago": The white/red colorway was inspired by the Chicago Bulls' colors, but MJ actually preferred the "Black/Red" for games.
- "Royal": The blue hue was chosen because Nike's co-founder, Phil Knight, loved the University of Oregon's colors (but it's not the same shade).
- "Shadow": One of the most underrated OGs—no paint cracking issues (unlike Chica GOS/BREDS) because of the grey midsole.

2. HOW TO SPOT A REAL 1985 PAIR VS. A RETRO

Detail	1985 Original	Modern OG Retro (2013+)
Leather	Thick, stiff, unlined tongue	Softer, often lined tongue

Nike Air Tag	Smaller font, slightly puffy	Larger, more defined font
Toe Box	Flat, unstructured (collapses)	More structured (holds shape)
Wings Logo	Less defined, shallow emboss	Deep, crisp embossing
Midsole Paint	Cracks easily (aged look)	More durable (but still cracks)

3. THE MOST EXPENSIVE AJ1 SALES EVER

- Dior AJ1 High (2020) – **20,000+** (retail was 2,000)
- Off-White x AJ1 "Chicago" (2017) – \$15,000+ (size 12 DS)
- 1985 "Natural Grey" (DS, size 9.5) – \$560,000 (auction)
- Eminem x AJ1 "Carhartt" (2005) – \$30,000+ (only 10 pairs exist)
- Travis Scott x AJ1 High (2019) – \$3,500+ (before restocks)

4. CRAZY CUSTOM AJ1s YOU'VE NEVER SEEN

- "Reversed Swoosh" (before Travis Scott made it famous) – Customizers flipped the swoosh in the early 2000s.
- "Fragment Design" Fake-Outs – People added the Fragment lightning bolt logo to regular Royals.
- "What The AJ1" – Mashups of multiple colorways (unofficial but viral).
- "Bloodline" Customs – Fans repaint the red stitching on Bloodlines to look like BRE ds.

5. INVESTMENT TIPS: WHICH AJ1s WILL GO UP?

- "Lost & Found" (2022): Already 2x retail (400+). Could hit 1K in 5 years.
- "Royal Reimagined" (2025): Rumored to have aged midsoles—potential sleeper hit.
- "Yellow Ochre" (2024): If it's a limited run, could be a future grail.
- "Vintage 1985–94 Pairs": Even beat pairs sell for \$1,000+ if OG all.
- Pro Tip: Buy size 7–12—they resell best.

6. HOW TO RESTORE BEAT-UP AJ1s (LIKE A PRO)

- Repaint cracking areas (Angelus paint + matte finisher).
- Fix creased toe boxes with a shoe tree + iron method (YouTube it).
- Re-glue separated soles (Barge Infinity Cement works best).
- Deep-clean suede/nubuck with Jason Markk + soft brush.
- Before/After Restoration can double the shoe's value.

7. INSANE AJ1 FACTS YOU DIDN'T KNOW

- The first AJ1s were made in Japan (before production moved to Korea/China).
- Michael Jordan hated the AJ1 at first—he called them the "clown shoe."
- Spike Lee helped design the AJ1 (unofficially)—his Mars Blackmon ads made them iconic.
- The "Shattered Backboard" story is real—MJ broke a backboard in Italy wearing an orange Nike jersey (hence the colorway).
- Nike almost didn't sign MJ—Adidas and Converse were his first choices.

8. WHERE TO BUY LEGIT AJ1 HIGH OGs

- GOAT/St OCKX (for rare pairs, but check authenticity).
- eBay Authenticity Guarantee (best for vintage pairs).
- Local sneaker consignment shops (sometimes cheaper).

- Nike SNKRS (for new releases—use multiple accounts to increase chances).
- Avoid: Facebook Marketplace (high fake rate) and sketchy Instagram sellers.

BONUS: AJ1s IN POP CULTURE

- Back to the Future II (1989): Marty McFly wears AJ1-inspired Nike Mag.
 - Do the Right Thing (1989): Radio Raheem rocks AJ1 "Bred."
 - Cyberpunk 2077: In-game AJ1 knockoffs called "N UE".
 - Need even more? Ask about:
 - Best AJ1 lacing styles (hidden knot, loose, etc.)
 - How to un-yellow soles (without ruining them)
 - The rarest AJ1 samples (like the "Reversed Chicago")
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