

The LeBron X

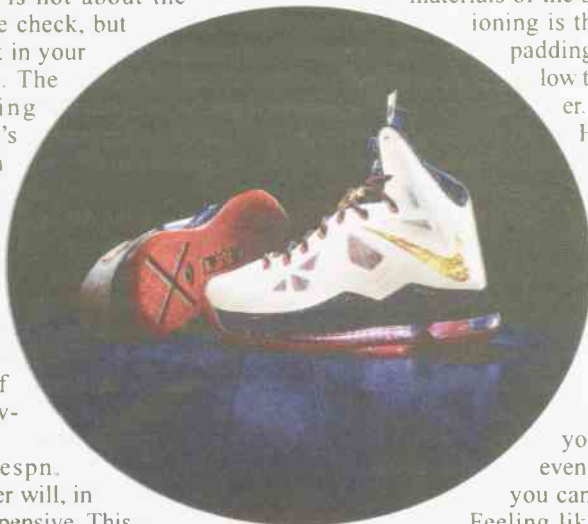
By Cimmeon Q.Terry

Thought Michael Jordan's Nike sneaker, Air Jordan would put a hole in your pocket? The buzz over the debut of LeBron James' new sneaker "The LeBron X" is not about the metallic gold Nike check, but the dent it will put in your checking account. The proposed starting price of the Lebron's could be as much as \$315, far surpassing any of Jordan's original price releases. Compared to majority the of students income, it will be a choice of paying rent or having fresh feet.

According to espn.go.com, the sneaker will, in fact, not be that expensive. This could be a valid statement as support from Nike spokesman Brian Strong said the discussed price is inaccurate.

"The LeBron X will be launched in the fall at a suggested retail price of \$180," Strong said, in a statement.

"The initial introduction of the LeBron X will be the red, white and blue Nike+ enabled version and that price is still being set, but will be at a



Courtesy of msnbc.msn.com

higher price to reflect the Nike+ technology embedded in the shoes."

By Nike+ Technology it refers to Nike Plus system, Zoom Max cushioning and Hyperfuse materials of the shoe. Zoom Max cushioning is the lightweight durable padding, and foam, which allow the wearer to jump higher. The shoe is made of all Hyperfuse[d] materials, which are supposed to be most the indestructable materials. The real deal is the Nike Plus Basketball technology; a chip imbedded in the sole, which monitors movement and speed.

That's right, it tells you how fast you ran, and even tracks your stats, which you can sync in a mobile app.

Feeling like a superstar already? Well the Nike+ Basketball technology also measures vertical jumps,

quickness and hustle. Finally, after all your hard work is charted off the court, it can be showcased in a virtual game that matches your personal stats with other LeBron wearers around the globe.

So whether you're an athlete or a dedicated LeBron fan, the LeBron X will be a hefty price to pay!

What do you think about the new LoBron X shoes?



Antoine Morgan
"I'm not looking to monitor my jumps but the price is reasonable for the technology."

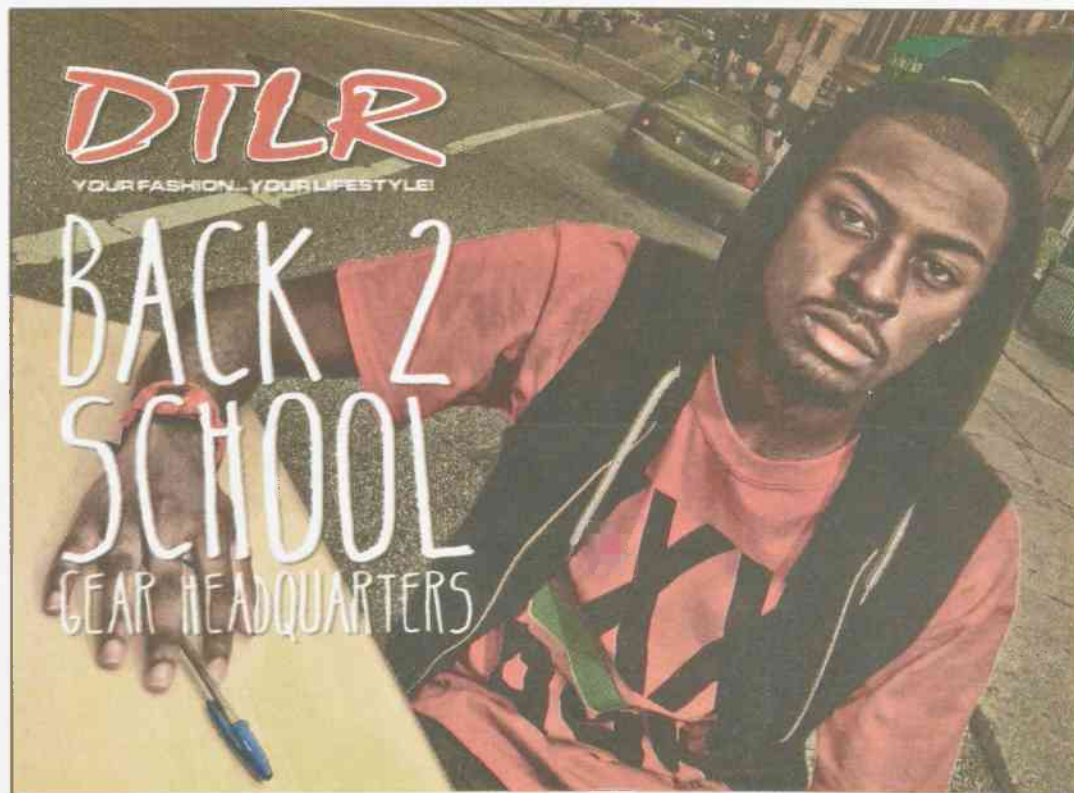


Blake Utley
"Its worth it because it's 2012 plus, Lebron is the number one athlete"



Ishmel "KC" Cooper
"They are hot, but too expensive."

Photos by Alisha Murphy



www.DTLR.COM



Like us on FACEBOOK
facebook.com/DTLR1



Subscribe on YOUTUBE
youtube.com/DTLREVENTS



Check us out on INSTAGRAM
DTLR Instagram DTLR

ATTENTION ALL STUDENTS!
DTLR WOULD LIKE TO FORMERLY
WELCOME YOU BACK TO SCHOOL

TAKE AN **EXTRA**
10% OFF
ONE APPAREL ITEM

Offer only valid at DTLR:
CROSS CREEK MALL
419 Cross Creek Rd., Fayetteville NC 28303

Offer Excludes Footwear, CDs and Beats by Dre Items.
Cannot be combined with any other offer.
Offer valid from September 1st, 2012 - October 1st, 2012

COUPON CODE: A43