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[SNEAKERS](#) > NIKE CHANGES CUSTOMER SALE AGREEMENT



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RESELLERS WATCH OUT... NIKE IS TAKING NEW MEASURES

32 MINUTES AGO IN SNEAKERS

WORDS BY ABBIE JULIAN

On October 11th Nike announced their change of wording in their terms of sale agreement with customers indicating that they are implementing anti-bot systems and technology to combat excessive resellers. From these new terms Nike has allowed itself to cancel orders with automated ordering software, charge restocks fees, and limit purchase quantities.





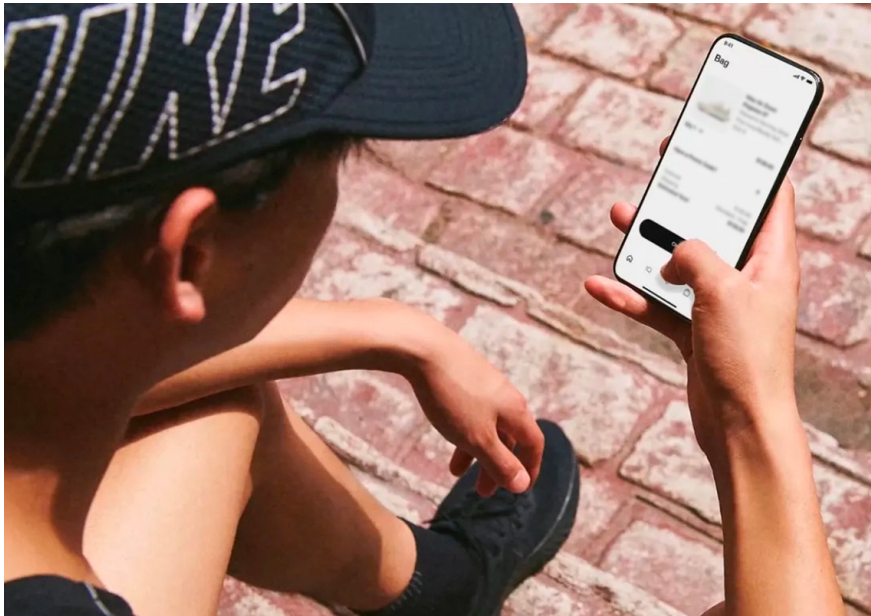
Prior to the new policies, Nike prohibited the purchase of products for resale but rewording the policy shows the expansion in their response to the issue of bots and resellers. Therefore, people who purchase sneakers to actually wear on their feet have a better chance of getting them.



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Post Covid-19 sneakerheads became savvy with the use of bots to secure themselves a supply of goods, increasing the popularity of the use of this type of software making it a bigger problem than ever for Nike. This type of technology started years ago when programmers developed software that dodge security measures retailers put into place. This software is essentially a search system that goes after e-commerce to secure a high quantity of sneakers.

Although these new protocols may seem small, they are significant. This is because of Nike's relationship with the resale market. Investment Bank Cowen Inc indicates in their analysis that the sneaker re-sell market is worth a whopping \$6 billion a year and is looking to be worth \$30 billion by the end of the decade. The resellers putting Nike out of stock at rapid rates are selling these shoes on apps like Goat, Stock X, and Grailed for 2-3 times the price. Ultimately, this hurts Nike's business while most of these resellers are making more profit than the company itself.



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HIGHLIGHTS



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Before He Passed, Virgil Abloh Redesigned His Favorite Toy Line



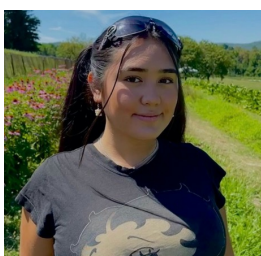
Double-Belting Is Fashion's Next Micro-Trend



It's Skechers vs. Hermès In an Inexplicable Clash of Comfort



Up Close With Palace x Gucci



ABBIE JULIAN
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