



By Staff

Friday, May 27 is our final day of the school year. On Friday, May 27, Netflix is releasing the first five episodes of season 4 of *Stranger Things*. Coincidence?

Vanity Fair confirmed on May 20, that part one of season 4 would contain seven of the nine episodes that constitute the newest season of *Stranger Things*.

Run times will vary between 75 and 98 minutes in length.

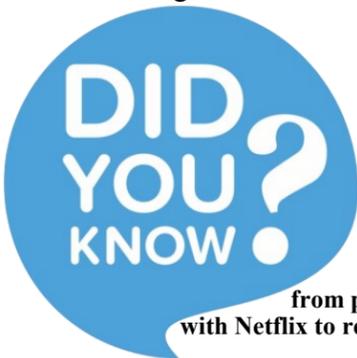
Matt and Ross Duffer, have long referred to this season as their “*Game of Thrones* season,” which many took to mean the most epic of seasons yet. The Duffer brothers have since blatantly stated this would be the darkest and most chaotic season attached to the franchise. However, many are now speculating that the season has been split into two parts,

with part two airing on July 1 this summer, as a result of Netflix’s recent woes regarding shared accounts between households.

Although run time for each episode has yet to be disclosed, the Duffers have stated that each episode will go beyond the sixty-minute mark. The story expands from its not-so friendly confines of Hawkins, Indiana to include Kamchatka, Russia (Soviet Union) as well as the fictional town of Lenora Hills, California as the settings to the series.

Stranger Things will end after the release of its next season, which the Duffers assured would “leave the viewers wanting more.”

The brother duo has signed a multi-year and multi-project deal with Netflix, where they plan to expand the *Stranger Things* universe.



Stranger Things was originally planned to have a new story each season where the storylines would intersect and involve characters from prior seasons? As it turned out, the Duffers enjoyed the cast so much, that prior to beginning filming the first season, they worked with Netflix to renegotiate multi-season contracts for their cast.



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Originally slated for a February 1 release last year, Nike had major plans of unleashing their new “hands free entry” shoe onto a public enriched deep into the “shelter at home” culture.

Designed by Nike for “those with limited mobility,” the \$120 shoe complete with bistable hinge, garnered an incredible amount of hype causing Nike to rethink their launch.

Jimmy Fallon, while filming *The Tonight Show* at home with his wife and two children, frequently wore the Nike Air Max 90 FlyEase. Fallon even tried to take credit for the idea by providing photographic evidence of his chopped up Dunk and how-to manual drawn with a Sharpie to show someone at Nike how the shoe could potentially work (see left—he is a comedian, after all).

The date was pushed to March 19 and announced to be for Nike Members only.



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That did not stop the shoe for making the rounds and finding its way onto the feet of people like, surprise-surprise, Jimmy Fallon.

However, leading up to the 19th, Nike Members (all you need is an email) were personally messaged invoices to purchase the Go FlyEase in their size. Whatever color you were selected, was what you were allowed to purchase. Nike used the shoe size attached to your member profile, so negotiating a different size was not in the cards.

This caused the shoe to spike drastically on the secondary market.

During the pandemic, shoes and other marketable products, reached record heights in terms of resale pricing.

Due largely in part to a lack of accessible product, Nike was unable to meet public demand. The Go FlyEase retailed for as much as \$700 in various sizes, usually smaller, on sites such as StockX.

People took to social media and did not hold back their disdain for the failed launch, which in turn, led to Nike being accused of using accessibility as a marketing tool.

If you follow Nike, one would already know that their FlyEase tech tends to be used on shoes that are limited editions. For the recent Beijing Winter Olympics held in February, Nike made the clothing worn by Team USA available to purchase via their website, stores, and retail partners, however, the ACG Gaiadome FlyEase Boot (pictured above), which was designed to be put on using one hand, was only made available to Olympic athletes.

The fact that the boot was never made public for consumption caused quite the uproar, most notably from Nike ACG enthusiasts.

On May 2, 2022, Nike surprised everyone with a restock of the three original Go FlyEase colorways, along with five new renditions of the shoe complete with a remarketed slogan.



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