



Read the information below about Stef Reid and her request for Nike to allow her to buy single shoes.

Who is Stef Reid?

Stef Reid is a Paralympic long jumper and sprinter. She is a World Champion, four-time Paralympian, triple Paralympic medallist, and five-time world record holder. Stef has a degree in biochemistry, and her adventures off the track include acting, modelling (including being the first amputee to walk the London Fashion Week catwalk!), and serving as Vice President for The Leprosy Mission UK and British Athletics. Stef... starred in the reality TV show *Dancing On Ice 2022*, making it to the quarter-finals and showing the world you can learn to skate with an artificial foot!

Above: Taken from www.stefreid.com. **Below:** Some of Stef's recent Tweets to Nike. **Source:** [Twitter.com/RunJumpStefReid](https://twitter.com/RunJumpStefReid).

Stef Reid MBE
@RunJumpStefReid

"Hi @Nike. Is it possible to buy just 1 shoe because I only have 1 foot?"

2 friends sent these photos from 2 different stores. It made me really happy to see!

But then I asked Nike the awkward question.

I'll keep you posted on what the higher ups say 😊!

(Thread 1 of 3)



Stef Reid MBE @RunJumpStefReid · Apr 2

"Hi @Nike. Is it possible to buy just 1 shoe because I only have 1 foot?"

Thread 2 of 3

Nike Athlete

Hi! Thanks for contacting Nike. How can I help you?

System Message

Products from your cart have been loaded to product tray.

Stef Reid

I'm a road runner who is also a single leg amputee. I only need one shoe as I run with a blade. Is it possible to order a single shoe, or two left shoes?

Nike Athlete

Hi Stef, I hope you're doing fine today. Thank you so much for your time and effort contacting us. I understand that you want to order only single shoes. Rest assured that I will be more than happy to check this for you.

sound?

Stef Reid

A one time courtesy discount code is really kind. It's just that I will always have this issue. The next time I want to buy running shoes, I will still only have one foot

Stef Reid

My sister recently sent me a photo of a mannequin in a Nike store that also ran with a blade. I thought it was really cool. The mannequin was only wearing one shoe.

Stef Reid

I was hoping it meant you sold shoes as singles to accommodate this situation

Nike Athlete

Unfortunately, we don't sell only single shoes. We always sell pairs for shoes.

Stef Reid

I appreciate you checking. It's just that your shoes are really expensive. I want to buy the Vaporfly, but it seems silly to spend 250 pounds when I can only use half the product

Stef Reid

Because I only have one foot

Nike Athlete

I understand that, as much as I really want to help you, the best option that I can offer you is I can go arrange a 10% Discount Code for you as

I was hoping it meant you sold shoes as singles to accommodate this situation

Nike Athlete

Oh, sad to know that, I will be more happy to provide you with the maximum promo code of 15%. Sounds better?

Stef Reid

It's okay. I'm not sad about it. I can still run a sub 20 minute 5 km even with one foot. I'm just trying to find a solution that fits my situation

Nike Athlete

as much as I want to help you with your concern, we don't sell only one shoes, it will be always for pairs. No worries, I raise a ticket on this matter and raise it to our higher ups to discuss this kind of matter.

Share your thoughts on Nike's response.