

## LeBron X Sneaker Could Cost \$315 [Video]

Written by Forward Times Staff  
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After a day full of buzz, the \$300 LeBron Nike shoe might not be that expensive.

The Wall Street Journal reported in its Tuesday editions that the LeBron X shoe, scheduled to hit stores this fall, would retail for \$315.

But one analyst, Matt Powell of SportsOneSource, later told ESPN that price was for Nike+ tech version of shoe, which would be limited in run, and would likely cost closer to \$290.

Tuesday evening, Nike spokesman Brian Strong called the Journal's reported price "inaccurate," while clarifying that the main version of the shoe would come at a significantly lower price point.

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

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The company, apparently sensitive to the reports of it crossing the \$300 barrier, said it still offers signature shoes at value price points, including the LeBron Zoom Soldier, which has a suggested retail price of \$120.

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