

- X Reebok was founded in 1958. The company takes its name from a **grey rhebok**, a type of gazelle.
- X The Reebok Classic Leather first released in 1983. This iconic sneaker was the first Reebok shoe to prioritize casual wear and style over running performance.
- X Reebok introduced the iconic 'Pump' technology in 1989. Pump up the inflatable chambers in the upper to give a more personalized fit. Dee Brown inflated his Pump Omni's in the 1991 NBA Slam Dunk contest before his title-winning dunk.
- X Stars like Jay-Z, Ariana Grande, Kendrick Lamar, Cardi B, 50 Cent, Gigi Hadid, Scarlett Johansson and Nelly have all been Reebok partners at one point.
- X NBA Hall of Famer **Allen Iverson**'s Reebok signature sneaker collection is the second-longest running basketball shoe line in history.

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