# Air Jordan 1 High OG ‘Self Expression’ edition introduces evolving personalised style



The iconic Air Jordan 1 High OG sneaker has been reimagined with the release of the “Self Expression” edition, introducing a distinctive concept that emphasises personalised style through natural wear and tear. This new model is designed to evolve visually, gradually revealing a hidden multicoloured graphic as the black paint layer that envelops the shoe wears away over time.

Originally launched in 1985 as Michael Jordan’s first signature sneaker, the Air Jordan 1 has long been a symbol of individuality and cultural influence, impacting both basketball and fashion. The “Self Expression” release continues this tradition by blending the classic silhouette with a fresh, creative approach that resonates with fans who appreciate the do-it-yourself (DIY) ethos and self-styling.

The sneaker features a primarily black leather upper, covered in a unique paint layer that is deliberately applied to fade and chip away, exposing the vibrant colours underneath. Faint red and blue stitching accents the panels, adding subtle contrasts that compliment the underlying design. The midsoles carry a vintage off-white finish, lending a retro flavour that contrasts with the eventual multi-hued artwork beneath the black surface. Meanwhile, solid black outsoles retain the classic, clean look associated with original Air Jordan 1s.

Additional details include tonal black branding elements such as the iconic Wings logo, maintaining a discreet yet unmistakable identification. A small burst of green is visible on the tongue tag, offering another touch of colour amid the predominantly dark exterior. As this wear-away paint effect varies with use, it guarantees that no two pairs of the “Self Expression” edition will age identically, ensuring each wearer's sneaker tells a unique story over time.

The Air Jordan 1 High OG “Self Expression” thus honours the heritage of Michael Jordan’s groundbreaking footwear with an innovative twist, inviting wearers to leave a personalised mark both literally and culturally. This release is expected to appeal to collectors and enthusiasts who value both the historical significance and the evolving aesthetic of the Air Jordan line.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://sneakerbardetroit.com/air-jordan-1-high-og-self-expression/> - Confirms the release date (August 9, 2025), customization concept through peelable layers, and layered paint design revealing colorful patterns beneath the black exterior.
2. <https://houseofheat.co/jordan/air-jordan-1-high-og-self-expression-dz5485-001> - Details the multi-layered wear-away paint construction (black top layer, colorful middle layer, white base) and customizable wear process.
3. <https://www.hotnewhiphop.com/906477-air-jordan-1-high-og-self-expression-sneaker-news-4> - Validates the existence of hidden multicolor graphics beneath the sneaker’s black exterior.
4. <https://sneakernews.com/2025/04/11/air-jordan-1-self-expression-dz5485-002/> - Explains the inspiration from wear-away designs (similar to Lance Mountain’s SB Jordan 1) and confirms the three-layer fade process (black → multicolor → white).
5. <https://www.instagram.com/p/DJARg37ytAL/> - Provides visual evidence of the fade-away upper design and corroborates the August 9, 2025 release date.
6. <https://sneakerbardetroit.com/air-jordan-1-high-og-self-expression/> - Reiterates the Air Jordan 1’s significance in celebrating Jordan Brand’s 40th anniversary and its emphasis on individualism through customizable wear.
7. <https://news.google.com/rss/articles/CBMikAFBVV95cUxQcllfYU5lRGF5QXRuMnc0eTB1YlctbzJ4YmwwVTB4RFZRT2dOdVhrMDdwbzRZTGxJVngwemVEZ3BJd2YybkdKd3J5U2FLSzZIa3pBeW5tcGhRc2xxUlVxWGpqdklSNzI2ZThoVnFZTTY0bXVyVGwtSGRrR0J6djlSY29TWm1aaGFZOS1xeHRZdGY?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data