

Sportswear accounted for 28% of youth apparel consumption in 2008 compared to just 6 percent. The most popular brands: Nike, Lululemon, Under Armour and Adidas

sports apparel - also amateur sportswear popularity can usually wear more than jeans, which sports leisure brand Adidas, Athleta, Juicy Couture, Lululemon and Nike, denim brand Abercrombie & Fitch, American Eagle, Calvin Klein, Guess, Lee and Levi's

Chipotle first time surpassed most teenagers prefer Taco Bell Mexican restaurant brand

17% of the adolescents expressed interest in Apple iWatch, a 12% increase compared to last fall, which represents the change in the consumer wishes

Instagram beyond Twitter and Facebook for the first time become the most important social networking tools -; (China shoes network most authoritative and most professional shoe shoe News Media Partner garments information.) ; ; ; [Chinese shoes Network - Brand Dynamics] has been competing for the Olympic Games are all enterprises battleground international resources. Although the distance the Olympic Games in 2016 in Rio de Janeiro two years, but the international Olympic sports brand has been the first step. November 2, witnessed by the People's Government, Deputy Mayor of Quanzhou before the limber, Olympic and National Olympic Committee of Ukraine reached a strategic partnership, officially launched 2016 Olympic marketing strategy. At the same time, Olympic Sports CEO Zhi-Hua Xu also took the opportunity to travel to Europe to explore the European market, with Poland signed an agency contract agents, further deepen the market distribution in Europe. Ukrainian Olympic Committee started signing the Rio Olympic marketing strategy

From the 2008 Beijing Olympic Games, the Olympic Games will open a development plan by the Iraqi delegation Olympic fling at the Olympics. Thereafter escalating Olympic Olympic strategy, the London Olympics seven Olympic sponsorship support national Olympic team, Olympic Team won a total of eight medals, three silver and eight bronze medals. The Rio 2016 Olympic Games, the Olympic has ambitious goals. "Within the next two years, will fight before the Olympic Games in Rio Olympic delegations signed 10 countries, and strive to make them wear clothes to create brilliant Olympic battle in the arena." Olympic Sports CEO Zhi-Hua Xu said.

The cooperation with the Ukrainian Olympic Committee, the first step in the strategic layout of Kerry about the Olympics is horses. "Ukraine is a European country, which is also very high proportion of sports population, is one of the sports power in Europe. Although as an independent country only participated in five Olympic Games, but has made good record 34 medals. Its good football, gymnastics, shooting and other projects, the project is the focus of the Olympic Games through this team, to better show their Olympic spirit of the brand. "Zhi-Hua Xu said," and a sports power can take the initiative to seek cooperation with our brand, but also on the Olympic great recognition product, brand and development strategy. "

In fact, thanks to the cooperation of both sides Pick perennial accumulation and expansion in the European market. In Ukraine densely populated cities, there are more than 10 average area of ??about 200 square meters of Olympic stores, with annual sales of several million dollars. Turning the bilateral cooperation, the Ukrainian Olympic Committee Vice-President Ravil Safiulin also said he was very satisfied, "Before you already have some understanding of the Olympic. The Nanjing Youth Olympic meeting, but with the Olympic deepened understanding, and eventually hit it off. Pick in Ukraine has a good brand influence, the quality of their products, science and technology are all world-class. This allows us and for the Olympic athletes can have a good identity. I have heard 'the Olympic champion's law', Peak also hope to bring good luck for us, in the 2016 Olympic Games help us to get more medals. "

future strategy to upgrade the Olympic Games will not only be limited to signing more of the national team, will be through the top sports resources, integration of high-quality global platform for three-dimensional marketing, marketing resources to make more direct sales service. The IOC Olympic cooperation with Ukraine, in addition to a conventional manner to provide service award, race suits, etc., will also combine the characteristics of Ukraine, and Ukrainian Olympic Committee jointly develop more Olympic limited edition clothing, so as to promote the local in Ukraine marketing and branding. "Sponsorship of these overseas resources is not only the level of investment in the brand, but also through the effective use, the purpose of promoting the overseas markets." Xu Zhihua introduced the Road, "in addition to deepen the use of outside, Peak will also be more focus on the Olympic marketing resources quality. In the past, due to the limited influence of our brand, it is difficult signing sports power. Now, with the expansion of our overseas markets, has been more and more brand and product recognition, Olympic sports will also be getting closer to the big country , so that the brand and sales double harvest. "

Layout of the European Olympic wins the global market

From the 2008 Beijing Olympic Games sponsor the Iraqi delegation began, to 12 years of the seven-branched Olympic team for the London Olympics, and then 16 years to sign a force of about 10 Olympic delegation, Pick's Olympic marketing strategy can be described as more and more mature. However, the Olympic marketing strategy is just one aspect of the Olympic deepen international road. Entrepreneurs like to take this opportunity to Quanzhou Nordic line, Pickwick also accelerated negotiate international agents. November 4 morning, witnessed by the People's Government, Deputy Mayor of Quanzhou before the limber, the Olympic and Poland signed an agency agreement the agent, at the same time, while many European dealers are in talks with the

Olympic.

In recent years, by FIBA, WTA, NBA and other international events, the Olympic international brand strategy has yielded results. On this basis, in order to further strengthen technical cooperation with Sweden, Denmark, Poland and other countries, the depth to expand the European market, Xu Zhihua Nordic market for a full investigation. Through this study, the Olympic brand went out, and the Nordic countries of advanced management experience and urban green technology also got the Olympic lessons.

"Europe is the second after the second most populous continent of Asia, the annual demand for sporting goods is enormous depth to expand the European market, international strategy helps Olympic goal, driven by the European market, will be fully Peak open global market, the early realization of the other two 'three hundred targets', ie products into 100 countries and regions, overseas sales revenue reached 10 billion yuan." Xu Zhihua said. (Chinese shoes Network - the most authoritative and most professional shoe News Media Partners: shoe ; clothing and shoes information.)

Give me the ball I will lead the Lakers into the playoffs 2013-12-08 23:03:32

4 days and three wars, 35-year-old Bryant took the right arm injury, played three games of high intensity game, scored 103 points. After experiencing doubts and precipitation, Ares Bryant Phoenix Nirvana, he led the team off the Jedi crazy wave. Bryant is today staged a magic show in the final 90 seconds to three three-pointers, reverse the game, with 41 points and 12 assists to lead the team from the playoffs closer! After the game, Bryant with 24 fans from Shanghai site remote video connection, sharing their insights after the game.

"'Give me the ball' the spirit is the portrayal of today's match." Faced with questions Section honey, Bryant said, "'Give me the ball' is a kind of self-confidence, but also a responsibility, it means the team needs me to stand up for the moment, I have been ready for anything, I have the courage to become a key sir, I am willing to bear all the consequences, please rest assured to get the ball to me." "At the same time, Bryant said," the ball to I "is not limited to the basketball court, whenever faced with difficulties in life, he wanted his fans to have this courage to stand up and play.

From before the game was unanimously optimistic, fans began to lose confidence in the playoffs against the Lakers, when the "Kobe is old" comment overwhelming, Bryant knew he needed to prove himself with the action can still become king. Therefore, he always focused on the game, with a hard cast a more perfect self. As Bryant once said it - the face of adversity, to see the king. Finally, Bryant broke out in silence, he let us see the real king.

Today, honey and audience interaction department, Bryant laughed very bright. Faced with sincere confession fans, Bryant said, he hopes to multiple microblogging interact with the fans, although the use of Chinese micro-Bo somewhat difficult for him, but he hoped the presence of 24 fans and more families can become honey His translation.

Finally, Bryant said two weeks ago that the Lakers into the playoffs commitment remain. Please "give me the ball," I will take the Lakers into the playoffs!

Nike Kyrie 1 "wolf gray" color release 2015-05-03 16:05:10

With the Cavaliers successfully broke into the second round of the series, Nike has not been idle for the team, one of the Big Three Carey Irving signature shoe launch of a new color, the designers selected classic "Wolf Grey" color rendering overall, details the use of white embellishment, overall showing a very low-key atmosphere, but also quite consistent with Owen's own temperament. It is reported that the shoes will soon be on sale, item number 705278-010.

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Fragment design x Nike Sock Dart joint section exposed 2014-10-27 12:50:01

Nike shoes Sock Dart has decided to return to the field of vision among us, and work together to create a brand new co-branded models with Fragment Design. Selection of olive green color with white constitute the overall color, upper transparent straps modification. Material aspects of the choice of material used to build the shoe body weave, white midsole and black outsole presented both sides iconic Logo embellishment on the insole. The shoes are currently no specific commercial information, like the wish to continue to look at it.

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Los Angeles honors 2014-02-24 21:01:55

With Bryant's fame, almost all eyes of the world gathered in the league veteran who fought for more than a decade, the 2011 All-Star

game, Bryant is no doubt become the ticket king This not only indicates Bryant high popularity, fans around the world is an affirmation for his efforts, although this is not the first time when the ballot king Bryant, but it is clear that in 2011 the king of votes more important for Bryant, the After suffering from doubt, Bryant finally proved himself, in front of the Los Angeles folks who, once again won the All-Star Kobe Bryant MVP, All-Star and this is a fourth of his career MVP, since then, he tied the legendary star Bob Pettit's four All-Star MVP, became the first person tied.

Mamba possessed ;
purest shoes

Speaking Zoom Kobe 6, our hearts will always emerge out of a piece of black mamba snakes terror, not only because of its owner and the black mamba equally horrific, but also because of its imitation snake vamp large area scale design, which makes shoe uppers like snake skin texture in general, there are many unique polyester "bump" their full body of the shoe sizes, giving sufficient impact on the visual aspect, even giving itself a horrible feeling, in terms of performance is enhanced durability of the shoes, make the vamp more wear-resistant. And in the end still use Zoom Air cushion with carbon fiber mix, making a pair of Zoom Kobe 6 can be described as the best performance.

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