

SIZE? x Staple Design x New Balance 577 2013-12-08 22:43:54 Watch the scene on sale this pair has attracted wide attention
SIZE? x Staple Design x New Balance 577 in last Saturday in New York The Reed Space store launch. Day on-site crowds, Staple Design of the main reason people Jeffstaple also came to the scene with the Sneaker enthusiasts talk quite well, Jeffstaple buy shoes for friends to sign the shoebox.

[Chinese shoes Network - Brand News] London Olympics is in full swing, sports brands also competing & quot; betting & quot; Olympic marketing. However, the sports brand high inventory situation is still fermenting. Not only domestic brand, Nike and other international brands are also honest fight promotion strategy.

& quot; until they have some error of estimation of the Chinese market. & quot; garment independent commentator Magang told reporters, before the growth of the Chinese market, Nike is expected to maintain an annual high growth, according to the plan to do, Stock definitely a problem. Nike recently released fourth-quarter report also shows this trend. Insiders believe that this shows high inventory has spread to brands.

Nike sales slowdown in China

Previously, the reporter went to a discount store located Nike Changning District in Shanghai, the store official told reporters that the current minimum old nearly 4 fold sales, while new listing generally 8,9 fold. Reporters asked the recent store sales situation, the official said & quot; this can not be disclosed. & quot; but the reporter into the leave, the Nike store's customers are also very few. Earlier, Nike released fourth-quarter report (as of May 31, 2012) shows that in the fourth quarter, as the second largest market for Nike Greater China sales market fell trend. For the quarter, total sales revenue Nike Greater China region including footwear, clothing, accessories, including a \$ 667 million, compared to the third quarter fell by 3.89 percent.

The earnings report also showed that the opposite is the case with sales of Nike's inventory growth. As of the end of May 2012, Nike stock reached \$ 3.35 billion, and \$ 2.715 billion compared to the same period last year, an increase of 23.39%.

Magang told reporters: & quot; inventory more, will buy a lot of things, (auto) is certainly not a lot of purchase orders reduced sales naturally slowed. & quot; and slowing sales is bound to further act on the stock.

Morgan Stanley research report shows that in 2012 the fourth quarter, Nike's global future orders growth decelerated from 18% to 12%, especially in China, orders were up sharply reduced by 2% from 20%.

7 months, Nike, the world's second flagship store in Guangzhou Direct Factory Outlets nations opened two days before the opening, the audience out of the commodity that is over 600 yuan up by 100 yuan discount, three discount 20% based on the call. & quot; I remember two years ago, Nike merchandise discount 7 only internal staff only enjoy, and now a lot of goods are to 4,5 fold. & quot; One consumer told reporters.

Belle and Bao Sheng International is the main distributor of Nike, Adidas Greater China, and the two major dealers operating pressure is very great.

Bao Sheng International Interim Report as of the end of March 2012 shows that its inventory to \$ 554 million already, up 37.16 percent. The report also shows, Pou Sheng International operating profit 71.6% over last year back to \$ 12 million. Three at the end, a loss of \$ 15.7 million, and earlier profit of \$ 35.5 million compared to last year fell by 144 percent. The company explained the loss of one of the reasons is because of efforts to reduce the growing backlog of inventory and increase sales discounts to customers. As of March 31, the company's brand agency business operating income decreased 3.6% to \$ 27.6 million a year earlier.

Nike misjudged the Chinese market due to?

sports brand sales market downturn, as well as the overall decline in consumption this year is the direct cause of Nike's sales slowdown. Sports brand in 2008 after rapid expansion, homogeneous competition brutal. & quot; sports brand industry consolidation is not yet complete, will be even more painful than the other sub-sectors. & quot; Golden State Securities analyst Zhang Bin representation.

In the case of the overall market is bad, Nike is in peril & quot; internal and external attack & quot; . As a direct rival Nike, Adidas, its 2012 second quarter results are very gratifying. Publicly available data show Adidas, Adidas Greater China sales of 732 million euros, an increase of 19%. Adidas forecast full-year net profit growth adjustment from the previous 12% to 17% to 15% to 17%. & quot; Nike and Adidas management, marketing strategies difference is still getting bigger. & quot; Magang say so.

Social business analyst Chen Changsong pointed out that compared to domestic brands, Nike products higher price, first-tier cities are the main battlefield.

Some analysts pointed out, overwhelmed by Nike sales slowdown caused by high inventories, one of the reasons or the company on the market forecast of wrongful convictions. Magang told reporters that, & quot; before them (Nike) estimates the Chinese market has some errors. & quot; He noted that Nike is expected before the annual growth of the Chinese market to maintain high growth, according to the plan to do, stock situation is certainly a problem.

2010 □□ May, Nike announced that 2015 will achieve a turnover of \$ 27 billion goal, to achieve total operating cash flow will be more than 12 billion US dollars. Nike also said it would develop a positive investment in Greater China and other emerging markets in Eastern Europe and in regional markets, more than the increase in 2015 fiscal year end annual income of 3.0 billion to \$ 3.5 billion in. And this plan from the current situation, clearly too optimistic.

For the future of Nike and other international sports brand in China's market, said analysts still looking on.

Zhang Bin representation: & quot; good foreign brand characteristics, China's future consumption will be more rational. Enterprises focus on product features is coming to win, and this Nike products are very good, there are advantages, the future will continue to send forces in China. & quot;

Magang believes that after 2009, when a similar situation, Nike and other international brands suffered high inventory adjustment will

be faster, but the impact of this round of sales slowdown that will not be so great. & Quot; cumulative inventory will be relatively small, they have a precautionary measure. & Quot; (Chinese shoes Network - the most authoritative and most professional Footwear News) ; ; ; [Chinese shoes Network - brand observation] in April this year, Adidas is turned "blue", declared with public organizations Parley for the Oceans (marine negotiations) cooperation. Adidas plans to use marine plastic waste materials to develop products, so that consumers attention and get involved, contribute their part to clean the marine environment. The core of this cooperation three main areas: communication and education, research and innovation, and direct action against marine plastic pollution.

In the last year, the adidas Group began implementation of "green" development strategy, they said it would gradually phase out its 2,900 stores worldwide bags.

"We are located in Nuremberg, Germany, from its first Homecourt stores started in 2014 we have gradually brought the concept of sustainable all the shops," Adidas vice president of Social and Environmental Affairs Frank? Henk said, "Stop in All stores use plastic bags, just our first step. "

Prior to the expansion and development, Adidas, among these "green retail" performance for as long as six months of testing. At the same time, it focused on the procurement aspects of environmental improvements in the annual environmental and social report published on April 20 this year, the Adidas stressed that in 2014, it increased the proportion of products using dry Dry Dye staining technique is estimated at the world's total savings of 100 million liters of water. Adidas also announced that this textile industry-specific technology will begin in the spring and summer 2016, extended to its footwear production.

In addition, adidas is also developing virtual prototyping technology, in the period 2011-2014, a total reduction of 1.9 million samples produced version of the product. According to Adi statistics, from the "high-quality cotton initiative," the amount of cotton, now accounts for 30% of total production, and its initial target just 25 percent, chemical fiber loop in their sports products in use also increased significantly. In addition, Adidas last year signed a cooperation agreement with Bluesign technology companies, which provide for the Adidas chemical materials for the textile industry expertise.

The Adidas collaboration with Parley, recycling marine litter will develop out of the fiber, for the manufacture of innovative products and plans from the beginning of 2016 the technology used in clothing, which may include an upper production. The two sides hope to raise public awareness through this marine conservation and environmental protection.

Last year, the Dutch clothing Tide brand G-StarRaw, has launched a collaboration with Parley plastic garbage recycling-based denim line. Adidas announced on annual sustainability report the news, but also detailed the specific steps which promote environmental processes, such as greater use of sustainable farming cotton and recycled polyester and the like.

? founder Parley for the Oceans of the tome grid policy expressed concerns about the marine environment, and said it needs the full participation of the community: "We are not only concerned about the next generation of design concepts, technology, materials and products, we but also to unite consumers, athletes, artists, designers, musicians and scientists, so that we personally contribute to the marine environment. "

Adidas environmental aspects of the future will take more action, more cooperation, which has been planned to the concept of "sustainable innovation" into the brand culture.

In other brand set off a wave wearable device boom, while Adidas was fantastic and from the environment into the area, the development of new environmental technology to create high-quality products.

When Adidas reference to "green" again, consumers will realize that this is not about profit, but to protect the world's resources - not only to get the consumer's favor, but also to attract more certain extent potential consumers, because environmental protection is, after all, every one of us the attention, and whom action.

You can say a series of actions taken by Adidas starting to prove effective in terms of public image. Greenpeace in March this year has been named in recognition of Adidas and Nike critics.

To know that in 2011 Adidas and Nike have been included along with Greenpeace blacklist. At that time the organization released a report that Nike and Adidas in China's factories discharged into rivers environmental hormone-like substances, such substances can interfere with biological endocrine, reproductive system and will harm.

worthy of comparison is that in 2012, Friends of Nature, the Public Environmental Research Center, Dahl asked, ring the Friends of Science and Technology and Nanjing Greenstone five environmental organizations jointly issued a research report in Beijing pointed out that 361 degrees, Anta and other 22 large there are significant shortcomings shoes and apparel brand in China for its environmental management of the supply chain. And after the publication of the report, 19 of them did not make any response, but only three made the perfunctory response. Many shoes and apparel enterprises is not the first time broke the pollution problem, but did not seem to get their full attention.

There are many brands it had also been other attempts to promote environmental awareness, such as the introduction of "old clothes recycling program," although nominally to protect the environment and public welfare, but in fact it is from the company's own interests, may be referred to A new marketing tool to promote sales and to do.

environmental protection is not just a slogan An advertised, it requires companies effective strategic planning, pollution control, environmental awareness, and guide consumers real concern and participation.

Although the future further efforts Adidas (Adidas plans to achieve 100% of "sustainable cotton" in 2018), but it seems that victory is in sight. Adidas will soon announce the achievements, and to expand consumer-related promotional activities.

this point, Adidas really can be called a pioneer of green revolution. (Chinese shoes Network - the most authoritative and most professional shoe News Media Partners: China sports shoes Network)

; ; ; [Chinese shoes Network - Brand Dynamics] company CEO Xu Zhihua said the sporting goods industry the opportunity to rebound in the second half large, Olympic brand in the industry will be one of the first to achieve recovery.

While the first half of this year, operating income and net profit both fell, but the chain has achieved a net profit rise for the first time, up 28 percent over the second half of last year. Its revenue from overseas markets and vigorously expand the proportion of the company's total revenue also increased from 13.4% to 14.8% at the end of last year.

Olympic Sports CEO Zhi-Hua Xu to the "Securities Daily" correspondent, said: "With many small brands out of the market and the big brand inventory tends to normal levels, the sporting goods industry rebound in the second half of this year appears a great opportunity Peak will rely on positive and effective. adjustment measures, became one of the brand's first in the industry to achieve recovery. "

Pick net profit rebounded

Starting in 2011, the Chinese sports market began to enter the trough, a weak economy and consumption patterns change, so sports brand inventory surge, discount sales strategy to make the industry average profit sharply lower, some brands even into substantial losses dilemma.

In Motion brand overall clear inventory of the environment, there have been cases Pick decline in performance. Daily News revealed that Olympic achieved operating income of 1.173 billion yuan, down 27.3%, net profit of 89.9 million yuan, down 62.5%. In this regard, Peak said the company has bid farewell to a sharp adjustment phase, the indicators stabilized, footwear inventory has returned to normal levels, clothing slashing inventories, as demand for vendors to restore order to provide a good foundation.

Meanwhile, Pick said the company's same-store sales in the first half of this year with the same period last year, but the latest released 2014 first quarter orders rose slightly, has shown signs of recovery.

"When distributors and retailers cleared excess inventory, they will add new products, sales will return to growth, into a virtuous circle." Xu Zhihua said.

At the same time, he said, despite the industry to clean up inventory practices will continue for some time, but I believe the industry's structural adjustment is nearing completion, because a considerable number of small sporting goods companies have withdrawn from the market, distribution channels operating costs, especially Shop rents in many places has been restored to a reasonable level. With further stimulating domestic demand, and the advance of urbanization, as well as improve the export environment, the Chinese sporting goods industry will usher in opportunities for recovery or rebound.

The company marketing change

GF Securities report said that China sporting goods industry rely on the crazy shop achieve earnings growth era has ended, relying on a single shop-effective upgrade to make more sustainable earnings growth. It is understood that, as early as in early 2011, proposed the Pick from traditional wholesale enterprises transition to retail enterprises. The purpose of change is to be achieved by increasing the growth of single-store revenues, and by reducing the intermediate links, to face the consumers.

Pick said the company will sell the regional breakdown, distribution mechanism vertical-oriented reforms to encourage distributors and retail outlets operators set up a larger area of ??retail outlets and Direct outlets, small closed area, less efficient retail outlets, advance replacement stores.

data show that the number of distributors Pick from 50 at the end of 2011 grew to 63 by the end of June 2013, an increase of 26%. At the same time, the average area of ??the Olympic individual retail outlets also increased from 79.1 square meters by the end of 2011 to June 30, 2013 of 88.6 square meters, the terminal business area by 12%.

"This is the Olympic terminal upgrade brings positive results." Xu Zhihua said the closed shop, and the shop was broken relations legislation, small closed area, poor location, less efficient retail outlets, the reorganization of resources, application a larger area, the location is good, sound system retail outlets, will help enhance operational flexibility and adaptability to the market a single shop, thereby increasing the profitability of a single shop.

In addition, also told reporters Pick another major decision in the second half, invested about 60 million yuan building its own production facilities and the acquisition of new production equipment, in order to more effectively control the production process, enhance the bargaining contract manufacturers ability to respond more flexibly to market changes.

Pick "internationalization"

Although the Olympic marketing in the country declined, but revenue in overseas markets has achieved growth. Daily News revealed that the company's overseas market revenue share reached 14.8% of total revenue, compared with 13.4% at the end of last year have improved, consolidated overseas sales of the first Chinese sports brand status.

Peak Performance continues to invest in overseas growth and the company's international competition are inextricably related. In the Pick dictionary, internationalization is to give the brand a greater added value and competitiveness of choice.

data show that as of June 30, 2013, co-sponsored Olympic 18 NBA players, three NBA teams and nine countries national basketball team, has 23 international women tennis players spokesmen, and NBA, FIBA , WTA and other international sports organizations to maintain a deep relationship. These international resources is not only the Olympic international, on behalf of professional image, but also become a stepping stone to enter the international market Peak.

Xu Zhihua said that internationalization is a long-term work, we are implementing from traditional exports to output across the brand, we believe the near future, Peak will become the most international influence of Chinese professional sports brand. (Chinese shoes Network - the most authoritative and most professional Footwear News, Media Partner: Apparel IT ; global fashion brand network) [Chinese shoes Network - Brand News] US team after a lapse of 16 years and finally in 2015 Women's World Cup defeat to Japan, won the championship again. But in this battle, the winner is not the only American team. Various brands would never indulge opportunity, competing to win the public eye on the world stage. According to social media monitoring company, although FIFA Women's World Cup, Adidas is the official sponsor, but Nike is this remarkable enough (product) ball (Licensing) ratio (tear) race (war) is the biggest winner!

On Monday, the US team in the Canadian Women's World Cup final in 5: 2 victory over defending champions Japan, following the 1991 and 1999 after the third won the championship. The current Women's World Cup finals in the ratings also a great success: more than 25 million viewers watched Fox this by the United States and Japan duel, breaking the 1820 soccer World Cup last year, people in the ratings in the group stage in Portugal made the United States VS record, and the game also gave Fox Sports brings more than \$ 17 million in sponsorship revenue.

This final attracted a large audience in the eye - is twice the number of visitors the last Women's World Cup is still more concerned about the football game and the American television viewers than any time in the history. This means that the game is for a major consumer brands the opportunity to brand message delivery. In fact, many brands really have got a lot of game logo and advertising resources, including Coca-Cola and Visa account, they are an official sponsor of the FIFA World Cup.

But according to marketing firm Amobee Brand Intelligence, said Nike (Nike), not even an official sponsor of FIFA, in fact, is the biggest winner in this final.

From the start of the race, the company has on the situation of social media for as long as six hours of monitoring. The company on Twitter above 2,870,000 and US Women's National Team and the Women's World Cup-related tweets tracked. This information is majority (1.08 million) have used #USA tag this topic, there are about 690,000 used #USWNT (US Women's National Team) in the topic of labels, it is clear that the game is full of American patriotism. There are about 630 000 pieces of information about the game itself uses the topic of labels, there are about 98,000 pieces of information used #FIFAWWC (FIFA Women's World Cup). In these messages, Nike also accounted for a large part of the GDP. According Amobee said Nike is before the game and during the game these tweets in the most frequently mentioned brands. In the United States on Sunday 19:00 to 11:00 Monday morning, within this period of time, around the World Cup, tweets associated with Nike has 26,000, and tweets related to the same period in 2453 only Adidas. Amobee said that between June 6 to July 5 date, associate degree Nike and Adidas World Cup is beyond (Adidas) more than 121%.

The following are around the United States win the World Cup victory of real-time tweets circumstances:

This Adidas is really a heavy blow ah, because it is the FIFA World Cup's official shirt sponsor. And only the United States Women's National Team Nike sponsors, but the actual result is sufficient to explain the deal more cost-effective, but also more influential. In addition, Nike also launched a number of American players out of the country have large advertising, the marketing campaign in order to make greater contact surface, Nike on Twitter use containing #NoMaybes (no maybe) the topic labels to expand the spread. According Amobee said that in the United States on Sunday 19:00 to 11:00 Monday morning this time, the topic of tweets containing #NoMaybes tag reached about 10,000. Adidas football related topics label is #BeTheDifference (heterogeneous rise).

Amobee, which was founded in 2005, in 2012 by Singapore Telecommunications (Singtel) acquired marketing company adds, with 16 minutes to complete the first ever Women's World Cup finals, "trick" the American midfielder Players Cali? Lloyd (Carli Lloyd) is mentioned in tweets highest number of players, the mention of her name tweets information on more than 120,000. In some contexts, the frequency ratio 30 MLB teams in the final day of the frequency of her social media mentioned even higher 200 percent.

Nike as the US national team shirt sponsor at the same time, many US women's national sponsorship agreement, there are other players in the body, which is the promotion of these brands has played a very big role. Christen Press is an American professional brand water baby sunscreen (Coppertone) new brand ambassador, veteran Abby Wambach and Gatorade and Panasonic and other brands also signed a personal sponsorship agreement, while goalkeeper Hope Solo has been a Nike soccer marketing campaign central figure .

Recently, Adidas has been in the struggle in the United States, its market share has been lower than competitors shoes Nike; and in terms of sportswear, Adidas's market share is lower than Nike and upstart Dema (Under Armour). Adidas is the United States Major League Soccer (MLS) sponsors, but in the NBA after his contract expires next season, Adidas will no longer be the three major US sports leagues to any one of the official sponsors.

The German sports brand is still the highest worldwide brand and football-related degree, but the United States is not the only competitive advantage of the brand in the market. Nike has made great progress in the football field, the two brands in the United States engaged in a fierce competition to compete for market share. Sponsored by Nike C Ronaldo, Messi sponsor Adidas; Nike sponsored 11 national team participating in this Women's World Cup, Adidas sponsored six.

Although the Adidas behind Nike, but Adidas World Cup is not a failure. Digital media on top of the situation, Amobee the brand ranked in the World Cup this year and all brands associated with the second place among the rest of the top 10 brands are Chevrolet (Chevrolet), Coca-Cola (Coca-Cola), Visa, one hundred Granville (Budweiser), AT & T, Kia (Kia Motors), Marriott (Marriott) and one hundred million AIDS (Mondelez). (Chinese shoes Network - the most authoritative and most professional co-brand footwear News: Chinese sports shoes Network)

[Chinese shoes Network - brand observation] starting from birth, Adi Wang will be all Internet users tag labeled cottage, although Adi Wang has never been a positive response to the spirit of this symbol of fun and entertainment, but the fact is that, cottage in the process, Adi Wang visibility showing explosive growth, until the blaze a new trail in the abundance of sports brand Jinjiang shoe in 2009 became the biggest sports brand in the horse dark horse. As of July 2010, "Adi King" has more than 10 provinces in the country set up a branch, sales of over billion.

In early 2009, a network called doctorlob friends in Mop post, "I see a sign today called" Adi King "", but the full text of more than 60 words: "I saw a sneaker brand today called 'Adi King ', people's slogan is' all Jieneng change! Oh my God, this world is also what people have, what brands are, what slogan also have, and are learning others "In order to prove himself said is true, that users also labeled Adi Wang store pictures.

Perhaps Adidas Adi Wang too close to the brand name, perhaps with Adidas Adi Wang too similar brand LOGO, Adi Wang also perhaps the phrase "all Jieneng change" slogan specious, and soon, it a broke it caused people's attention, be friends as "very shocking" Adi Wang began spreading in the cat pounced and "brutally spoof."

And with the "spoof movement" intensified, Adi deified king is unlimited, unlimited praise, and even became friends elected "cosmic peak brand." A lot of people to see Adi King posts for the music, which also created more people actively involved to "spoof campaign" at home.

In Baidu Baike, the Adi Wang's company history is modified into "by the Solomon Islands Adi King (International) Sports Development Group Co., Ltd. registered in China wholly-owned company," and is called "Adidas can be evenly divided and even super And the more the luxury brand ", and this version is a spoof by" defend "content, even if people are modified, also soon be restored.

Quanzhou sports shoes and apparel companies Adi Wang's management is smart. When that type of message issued to ridicule, Adi Wang did not like the general, regardless of whether the shoe, did not want to leave a part of the brand as only a statement on the bin. Adi Wang's management to understand, if you can not boot screen name 'attention to Adi Wang brand damage would be inevitable. After analyzing the reason of things, clarify the nature, Adi Wang did not adopt the basic public statement, instead of using public opinion to guide the way, "will make big things", and then guided to the opinion of Adi Wang Youli, to the greatest degree of reduction brand damage.

Adidas Adi Wang siege

Adi Wang this brand is very happy feeling, as it may at first sound like Adidas most high-end products. Including the use of the trademark Adidas king, but also with Adidas trademark exists a lot of similarities. So when the Adi Wang netizens as a joke, when, where Adidas has simply laugh. In the last two years, Adidas has served in various cities of Wuhan, Dalian, Wang and distributors of Adidas sued, that the other side there are trademark infringement and unfair competition.

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