

Products: haute couture, and United Nude cooperation design shoes

Like Ellis Van Hoben (Iris van Herpen) star: Bjork (Bjork), Lady Gaga, Milla Jovovich, Beyonce, Lindsay Lohan, Wyman Wong, ; ; ; most market participants optimistic about Adidas and Reebok merger, the current difficulties is how to spend the break-in period after the merger Adidas

Over the weekend, a few months after the acquisition of Reebok, Adidas shares were suddenly shrunk 6%, because it spent \$ 3.8 billion purchase of Reebok situation continues to decline.

; ; ; Adidas CEO Herbert Hainer after the stock fell sharply, explains: "The main reason is the shrinking stock market natural response to the performance of Reebok, the company's future for some time One of the main tasks is to make the Reebok brand's business to profitability. "

; ; ; drag Reebok Adidas

; ; ; It is understood that the fourth quarter of last year, global sales of Reebok USA fell by 5% to \$ 930 million, the United States the number of orders is straight down 28%, of which footwear Class of orders fell by 30%. The acquisition would like to take the challenge of Nike, Adidas, Reebok company under the anti by their tired this: fourth quarter 2005 net loss of 4 million euros, while in the same period in 2004, its earnings as high as 20 million euros. The company's annual report acknowledges that the reason behind the recent acquisition of Reebok was a drag.

; ; ; January this year, the EU approved the acquisition of Adidas Reebok. Body in Germany, Adidas willing to spend 3.1 billion euros heavily in the acquisition of the nation's second-largest sporting goods manufacturer, the intention is to challenge the world sports goods Nike US manufacturing supremacy. Previously, the company is Europe's largest Adidas, the world's second-largest sporting goods manufacturer. Nike's annual sales of approximately \$ 14 billion, Adidas about \$ 8 billion, Reebok is about \$ 4 billion.

; ; ; Adidas and Reebok to problems faced by reforming and a lot of: continuously from Reebok came news that Reebok's sales issues abound. Heiner also admitted that Reebok products seem to lack innovation.

; ; ; "Reebok's share of the decline in the fourth quarter prompted us to upgrade production lines Reebok, Reebok strengthen branding and marketing channel construction Reebok will continue to have its own characteristics, traditions and consumer base. "Heiner said.

; ; ; However, Heiner still showing confidence in the revitalization of the Reebok: "We are very clear that such a huge company mergers and acquisitions has much work to do, this is certainly takes time."

; ; ; "Solomon" lesson

; ; ; It is understood that Adidas is scheduled for April it announced losses for Reebok's strategy. Heiner forecast for this year from February to December, Reebok's performance is still likely to fall by about 5 percent appear. But with the launch of more new varieties, in the second quarter from Reebok will be a significant improvement in performance. He believes Reebok to Adidas limited magnitude of drag. Throughout 2005, Adidas net profit of 383 million euros, an increase of 22%.

; ; ; "It is because of the aid be combined with Reebok, Adidas can successfully landed on the US professional basketball league and the NFL, which will allow Adidas sales in the US market increased by 10 %." Hainer added.

; ; ; Heiner said the company's goal is to make the 2015 Reebok and Adidas profits doubled.

; ; ; analysts believe that the long-term strategy to develop the body at the Reebok, Adidas, and may be affected by the acquisition of its inspiration in the lessons on Salomon's. In 1997, Adidas had acquired the Salomon ski equipment known to produce, the result also has been losing money. It even China as to reverse the "war" the latest, biggest battleground. However, due to a smaller winter sports market, coupled with philosophy and other issues, in 2005, Adidas Salomon is still only the loss of sold.

; ; ; integration powerless?

; ; ; compared to the previous merger Solomon, market participants are more optimistic about the Adidas and Reebok merger.

Because both embodies a complementary. Market participants believe that the current difficulties may be just how to spend the run-in after the merger.

; ; ; Adidas as a veteran of the European business, focusing on scientific and technological development of professional sports equipment, brand image tends to professional, technical. While Reebok's products are mainly for young people and women, the brand image is more inclined to casual sex. Adidas products in the European tradition of sports football and track and field and other sports have a wide reputation in the field, while Reebok products on some Americans very keen sport more popular, such as American football, baseball and basketball. In terms of pricing, adidas is mainly targeted at high-end consumer groups, Reebok will focus on developing the middle and low consumer groups.

; ; ;? American operations president Adidas Rob Lance Taff is playing an interesting analogy, Adidas and Reebok would like two children of the same family, a good football, other a football and basketball playing well, but the two children will also participate in the competition.

; ; ; For this reason, Adidas after the completion of its acquisition of Reebok said it will maintain the independence of the Reebok brand and the product of the United States as having innovative features shoes to restore it former position. Hainer said the decision would enable the two brands have continued to have their own characteristics, traditions and consumer base.

; ; ; Market participants expect the help of soccer equipment sales this year, Adidas profit and operating income will be double-digit growth. Germany 2006 World Cup will be opened in June, Adidas company is a gold sponsor. But the market is still worried about Adidas may be due to the World Cup marketing battle fully engaged, while integrating Reebok powerless.

[Chinese shoes Network - Brand News] Yesterday, in Beijing emerging runners shrine Olympic Forest Park, the sports shoes and apparel brand Nike launched 2011 Lunar Run Nike 10 km run to send the gun Beijing Railway Station official. In sub-zero weather, four thousand five hundred dressed in orange T-shirts running friends gathered with running warm against the cold winter. This is the first held in Beijing, 10 kilometers running activities. Following the November 12th Guangzhou Station and activities Shanghai station was successfully held on November 20, the activities for this year's Beijing station 2011 Lunar Run Nike 10 km run event officially

draw to a successful conclusion.

Nike has been committed to promoting Chinese culture running since 2008's "Human Race" running activity has been going on for four years organized 10 km race across China. 2010 Nike ran 10 kilometers running activities presumptuous convened a number of young people to join the running camp; August this year, Guangzhou, Beijing, Shanghai hosted the Nike Lunar Run night run, but also cultivate a large number of enthusiastic runners. After the registration is open 10 kilometers, Guangzhou and Shanghai have reported full quota of people in a week, while Beijing four thousand places are all in a day filled to capacity. Beijing, Shanghai, Guangzhou, running a total of more than thirty thousand friends to participate, including 18-28 year-olds accounted for more than 74%, the proportion of women running friends about 38%.

Nike Lunar 10 □□□□ Run run to the Beijing Railway Station

explore the city running routes

For those who love running, it will be running one of the fun lies in the exploration of the road. The excavation for running routes in the city, has become the world runners bored lifestyle. This year's Lunar Run Nike 10 km run event, full of urban personality running routes is a major highlight. Running events in each city reflects the city's unique culture, route setting also choose the city's most iconic locations. The Beijing 10 kilometers of running routes selected in the Olympic Forest Park, which is located in Beijing's central axis, away from the National Stadium, the Bird's Nest is just three kilometers away. With runners burgeoning trend in Beijing, this natural ecological park, has gradually become the city's most popular running the Holy Land. In organizing such a grand scale this running activities, and is also the first time for the park.

Shanghai route starting from the Shanghai World Expo China Pavilion, the Expo Boulevard along the run to the new city of Pudong district of Shanghai landmarks Oriental Sports Center. The Guangzhou route is around the axis of the new city of Guangzhou to expand, from the Flower City Square, along the Pearl River, running through the sea, sand island, and then to Ershadao, and finally back to the Flower City Square.

fashion people sharing fun run ignited the audience with music

Running is no longer considered to be a competitive sport exists only on the runway, more and more young people have joined the ranks, depending on the run as an avant-garde and healthy lifestyle. Fashion models and well-known artist Tian Yuan Ge Chen Bi is representative. Tahara has always insisted on running and training, she saw and heard even in the running into his literary and musical creation. Following last year completed a half-marathon in San Francisco, she also went to Hawaii this year, 42.195 km full marathon challenge. The athlete-turned-supermodel Chen Bi Ge is running enthusiast, running for her body and brings not only physical, but also she has been full of positive energy. The running friends and thousands of them gather in the Olympic Forest Park Department, and ran the faithful together to enjoy winter running fun, but also share their experiences and stories running.

Music and running has always been inseparable. In the second run to the start line, with ebullient samba drummers drums to cheer runners who; running routes, there is also the drummer in music to encourage everyone to continue to adhere to in the end. 10 km after the game finished, the celebration stage places a small musical performances will continue running warm again.

Nike Lunar 10 □□□□ Run run to the Beijing Railway Station

Enjoy full-runners experience

10 km running activities in more than a month ago, Nike will organize a number of training runs activities to improve physical fitness runners, better input 10 km events. 10 km through the registration website, you can record the whole individual training situation. Record and share each training course and mood, can generate belong to 10 kilometers running personal diary, and have exclusive access to Liu Xiang Nike running series of products to offer.

In addition, to challenge Nike Lunar Run 10 km of running friends will have the most unique running experience. Each running friends have gained a unique orange jogging T-shirt. This time, the 10 km run to set up a special group registration mechanism, run faithful, T-shirt on the back of a team registration form are printed team dedicated team name. In addition, the number of cloth ran faithful generals and professional timing chip, with the number of runners to check their data, and download photos of the finish line in time, so that the experience of running in the 10 km event is very rare. Events along the plurality of music, DJ sets to inspire the faithful unbridled run toward the end. After the game, each of the runners and participants will receive 10 kilometers of Lunar Run finish medal as a souvenir.

conquer all-weather running equipment

The Nike 10 km run activities were carried out during the winter. Winter running, unfavorable weather factors is the biggest challenge. Conquer weather, Nike Running Shield Pack running equipment is for the "cold, rain, dim light at night environment" and other negative factors caused distress to run, and have developed a wind, rain, warm, reflective capabilities of the product range. This series includes running shoes, jackets, long-sleeved shirt, pants, etc., to the runners-round support and protection, so that every day become a good running weather. (Chinese shoes Network - the most authoritative and most professional Footwear News) Chinese shoes Network December 17 hearing, recently, Chinese basketball equipment brand in the country's first Olympic store located in 6000 on the beach, this is the third time this year, the brand's first-tier cities of Shanghai to representatives initiated assault war, but also its post-marketing strategy to enter the preliminary results of the first-line market acceptance. The pattern for the entire sports industry, this competition is not only to urge the entire industry channels into the "6000", and the industry began to stabilize the market structure, market competition is getting into the Olympic channels maturity.

It is noteworthy that in early 2009 to the present, the channel construction process Pick significantly faster, less than a year added nearly more than 1,000 stores, "This is the dealer and consumer confidence for the Olympic brand signal," Mr. Peak CEO Xu Zhihua said.

stationed in the cities of Shanghai as a breakthrough ripe

It is understood that in April this year, the Olympic Sequoia China, Legend Capital, CCB International and three private equity investment institutions Shortly after the third round of investment, in Shanghai opened nearly 600 square meters of shops, the market reach into Shanghai's financial and brand awareness is very high line market. Shortly thereafter, during the Olympic Chinese NBA star line, Dikembe Mutombo personally inaugurated the newly opened stores, to further consolidate its position in the Shanghai market. The store opened in Chuansha, it is on the beach three degrees flowering.

Xu Zihua at the reporters to understand why the election will be a breakthrough in first-tier cities in Shanghai, he said: "Pick's international strategy is quite successful so far, we first brand of high-end stub , further market penetration. This is our first stationed in Shanghai is a truth, Shanghai is China's most economically dynamic cities, is a barometer of the national economy. Now, Shanghai has become the consumer value-oriented research important city, is the representative of China's future National Capital consumption direction. stationed in Shanghai, but also the Olympic firmly take an important step in "international road" Moreover, we do very well in Shanghai around the market, stationed in Shanghai to do a full market preparation and the crowd accumulate. "It is understood that Market reaction Olympic previously opened two stores in Shanghai are good, it has been successfully recognized first-tier cities.

Pick after the successful listing, the more determined to enter the Olympic line market determination. Shanghai is just the first domino to fall, while also actively promoting the Olympic market channel expansion in other first-tier cities. If cities are to enter the market before the brand developed to a certain stage of an inevitable move, then one is the brand seeks to optimize the industry structure and market share of the overall strategy of this move after the listing.

New Age appeared stable prototype competition

With the completion of a large number of sports brand market financing, the industry has entered the capital operation of competition. After the completion of public financing of sports brands are mostly will melt into the majority of funds for brand promotion and expansion of marketing network, Li Ning, Anta have failed to escape. Successful landing HKEx CEO Xu Zihua said: "The financing, the company funds will be used to brand building and channel construction this year will open 1,000 new stores, the international financial crisis will be our march from the second and third tier cities in first-tier cities Good chance, after the listing of financing to support our future years of development. "

Experts said that the current domestic sports product competitiveness has been very close, mainly in brand building and channel construction levels Therefore, channel competition to some extent, can determine industry competition. Pick gradually entered the market with the first-line, Pickwick will be confrontation with the world's major well-known sports brand. Professionals believe that the current domestic sports competition has been basically established, mature industry competition.

solid second and third tier cities, domestic brands to enter the first-tier cities is an inevitable choice

Peak and other domestic sports brand set up shop in the country, which is the brand development important driving force for the past few years their store covering almost all cities in China. This is the choice of history, but also the mission of necessity.

Olympic sports leaders and other domestic brands, international brands to compete with the power of the original (continues to the present) are derived from the second and third tier cities. This is also the development of a Chinese sports brand unique phenomenon. Nike, Adidas and other international brands earlier entered the domestic first-tier cities, and now basically monopolies. While domestic brands started late, face a nearly monopolized first-line market, their early more choice "encircling the cities" strategy pattern, with second and third tier cities as their main consumer markets. Whether it is price or product, domestic sports brand is more likely to be accepted by consumers in these areas, so it was a lack of first-line domestic sports brand market share strategic layout. Facts have proved that real broad market does exist in these areas were. In the current financial turmoil sweeping the globe, the international brand of high-end price significantly less than the low-priced domestic brands more competitive. This year, the major domestic sports brand sales are high growth, while international brands have emerged inventory, sales have declined. On the other hand, it also highlights the healthy development of domestic sports brands, as well as an important foundation for the role of second and third tier markets.

However, after a solid second and third tier cities, into the cities and after the domestic sports brand development, to seek international sports brand market, expansion inevitable choice for the development of space. Pick of 6000 stationed in Shanghai store is the first time that the butterfly effect waving wings.

Into May, the Beijing Xidan Square, the most prominent place erected a 10-meter-high Nike huge billboards, eye-catching reminder of the mid-May, Nike will launch in CCTV Olympic Channel activities; while at a distance of Nike ad less than 100 meters left and right sides of cards, six 80 square meters square Adidas billboard standing confrontation, the Olympic logo on the screen impressively visible.

Just enter the Beijing Olympics Hundred Days sprint, Nike and Adidas are marketing war is sharpening.

seize the Olympic opportunity

Clearly, for Adidas, with the 2008 Beijing Olympics partner status, fully catch up with Nike to become one of this year's domestic

market is the most important strategic objectives.

In fact, the face of 2008, Nike and Adidas are optimistic about the Chinese market, and does not set a lower target market. Adidas Group CEO Herbert Hainer said Adidas in 2010 China sales will increase to 1 billion euros (about 1.28 billion US dollars), excluding Reebok sales in China, and hope, "China has become the world's Adidas The second largest market. " Nike also in 2008 accelerated the pace of the shop Nike President and CEO Mark? Parker said Nike in China more than 300 cities have retail outlets, and now, China is not only Nike, the world's largest raw material procurement market, but also in the largest market outside the United States, while Nike's goal is to achieve \$ 1 billion in sales in China.

Both companies will sell \$ 1 billion target set in the mark, but the market share is expected but not expressly referred to. This reporter has learned, in fact, as old rivals, but also the world's two biggest sporting goods business, the two compete for market share is more compelling. According to the US, a professional survey company report shows that in 2007 in the domestic market share of Nike rose to 33%, while Adidas is 28%. Previously, Adidas executives have repeatedly said in different occasions, Adi to the aid of the 2008 Beijing Olympic Games, fully catch up with Nike.

into the Chinese elements

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