

;; the United States specifically for the sports market, a well-known investment firm Galatioto Sports Partners, said Adidas can not feel comfortable advertising the advantages of the World Cup, Nike's market power can not afford to underestimate. "They (Nike) finger always on the pulse of the consumer, know what they need."

;; It is reported that Nike will invest about \$ 100 million during the current World Cup , although less than the scale of investment Adidas, but the ambition is unabated. ? Nike president Charlie Denson said: "Our goal is to become the number one brand (soccer series)

;;;" Unofficial "enjoy themselves

;; In addition to Adidas and Nike this desperate duel old enemy, the competition TV, mobile phones, beverages and other manufacturers make war atmosphere of the World Cup in Germany is also less than the tension on the pitch  
;; In addition to Coca-Cola, McDonald's, Budweiser, Toshiba and other official sponsors, non-sponsors also seize the opportunity to compete for attention: one of the world's largest mobile phone operator in Germany T-Mobile, After an hour or so committed to spot game exciting for all users to send video footage of each game start; Samsung also launched the World Cup limited edition mobile phone E370, the phone is pre-set chic figure when David Beckham kicks have video clips to give fans . The hot pursuit of the Japanese e-commerce and so Sharp said it increased sales, mainly due to the strong desire of fans during the World Cup to buy flat-panel TV's

recent business report. ; ; "There is nothing more athletic football effect of the global exposure. "With the official start of the Allianz Arena in Munich on June 9 in the first matches of the business competition in Germany 12 cities outside the arenas will officially enter the white-hot stage.

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Peak (stores) channel expansion brakes

[Chinese shoes Network - Brand News] Last year, for the major sports brand is "full of twists and turns of the year."

In the closed shop, go inventory become the main theme of 2012, the Olympic sport of retail shrink sharply, reducing the total number of stores from 7,806 at the end of 2011 to around 6,500 last year.

yesterday (January 14), the reporter from the Olympic Sports CEO Zhi-Hua Xu informed, Peak will complete its approximately 1,000 stores "face" in a year, while a number of inefficient stores will face a correction or eliminated.

For the entire industry, Olympic sports is not isolated cases, other companies also faced deeper channel change.

shrink the size of the store for the first time

"the upcoming release of the annual report, so some of the data has not been audited currently disclose, but it certainly is true in the retail channel Peak made some adjustments last year." Yesterday, in Q3 this year during the international new conference, Olympic Sports CEO Zhi-Hua Xu in an interview with reporters the case said.

As early as last November, Pick publish the business operations of an announcement disclosed that as of September 30, 2012, the number of retail outlets authorized its business in China for 6739, compared with year-end 2011 net reduce 1067.

2011 years in the retail channel, Pick in fact still in the expansion phase, the data show the number of its stores in the year net increase of 582, making the scale of stores as of the end of 2011 reached 7806 Olympic peaks.

According to the Olympic brand relevant responsible person said data, as of late last year, the number of its stores around the Olympic 6500, which means continuous rapid expansion in recent years, suffered its first contraction Pick retail channels in 2012.

"reduction in the number of stores is only a representation, deeper reason is the company hopes to channel a more refined management." Xu Zhihua representation.

Xu Zhihua said last Olympic canceled the provincial level agents, but adds more distributors to retail channels flat management, "In fact, after the listing of this work has been in progress, we are every year new increase 8-10 distributors. "

However, the reporter has learned that, in addition to the inventory increase efforts outside the store size shrink or slow down the rate of expansion but also the entire sports brand industry, "the main theme."

data showed Anta (stores) in the first half of last year shut shop 110; special steps and 361 degrees of the expansion of the scale began to rapidly slow down; but compared with their peers, Peak indeed in the channel adjustment on "the largest movement," the a. stores upgrade "seventh generation"

"adjustment programs put forward actually has been 3 years time." Zhi-Hua Xu said the adjustment in the retail channel, then there will be more Olympic action.

reporter learned that 2013 Olympic will be upgrading its stores, will launch the "seventh generation" stores, Pick requirements of these stores a single shop area of ??at least 100 square meters, and insisted on the core of basketball merchandise on display Location. Pick according to plan this year is expected to complete approximately 1,000 stores "face."

Pick hope on the basis of a flat channel management, with the store to upgrade to make "a little higher quality" one shop, in other words, in the case of store size has been reduced by improving the profitability of a single shop to deal with the risk of sales could decline.

upgrade stores will mean that the cost of shop also increases, while the number of small stores not up to standard will probably be faced with the rectification or elimination. This means that the size of the Olympic year, stores are likely to continue to shrink. In this regard, Zhi-Hua Xu pointed out that some inefficient or poor image of the store will certainly rectification or reduced, but "stores have closed, there will be the opening of new stores, the number of stores can maintain the level of Pick's probably at the end of last year's" .

Pick currently stores the average area of ??about 80 square meters, 100 square meters Zhi-Hua Xu also admitted that the

company's goal, but "not all stores can achieve this level."

sports marketing professionals Yang Qian pointed out in an interview with reporters, the problem encountered in the sports brand industry this year is not just a problem behind the store, with the entire channel structure of enterprises, product differentiation and marketing strategies have a relationship. "Seventh Generation stores," perhaps more so in the marketing strategy of "concept", but if so the more sales responsibility passed on to dealers who may be difficult to achieve the desired results.

Xu Zhihua is revealed, the stores will be upgraded to provide a unified standard Olympic aspect, specifically by the dealer to perform, while the cost of inputs Peak will give some subsidies, but did not disclose the specific amount or proportion.

"channel is king" has ended

In the opinion Xu Zhihua, 2012 for the entire sports brand is "full of twists and turns of the year", of course, suffered "setbacks" is not the Olympic family.

"In the previous 10 years, the rapid growth of the industry is expected to make a number of brands on the market, too, with the increasing market competition and shrinking demand, inventory pressure will be more intensive, the retail channel is almost overwhelmed." A the relevant person in charge of sports brand disclosed.

channel expansion to a certain extent, will encounter bottlenecks, coupled with pressure on the stock, the channel will certainly be faced with streamlining and reduction, which has become the industry trend, said the person in charge said.

In his view, "the channel is king" era has passed, will inevitably bring down sales channels and even falling profits "labor pains", but if not adjusted, in the long run companies will bear more heavy burden. In such a case, how to improve the profitability of a single store to become the key to change channels, "From this point of view, whether it is the revival of Li Ning channel or store upgrades Peak, it is hope to reach this goal." (Chinese shoes Network - the most authoritative and most professional shoe News)

Nike LeBron 11 Low & quot; Floridians & quot; multi-figure exposure 2014-04-01 16:40:26

; Nike LeBron 11 Low & quot; Floridians & quot; was first exposed last December, shoes orange tone, black ink effect in the end to be embellished, it is learned, shoes scheduled for June 14 commercially available. Currently not change the release date of the message, it is possible that this pair of shoes will meet with you in June.

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PUMA King "play" unbounded strong into the extreme sports field 2013-12-08 23:31:04

internationally renowned Sportlifestyle brand PUMA has always been far-reaching cooperation with the car, in addition to countless years to create the glory of Ferrari team and have the highest glory of Ducati Ducati motorcycle in the two rounds of the world's long-term foreign Dinglixiangzhu, 2012 will also Mercedes ; AMG ; Petronas, BMW BMW Racing team car brand MINI and leisure combining the strengths of cooperation included in the camp. This time, PUMA turn expand its cross-border cooperation territory to extreme sports field, stationed GRC Global transboundary Rally (Global ; Rally ; Cross, called GRC), and Subaru Rally Team and famous riders together to create the 2013 autumn new GRC series, KONE interpretation of speed and passion of the collision.

Early Starting from the 1960s, in order to make motorsport racing fans more entertainment, excitement, the racing field gallop speed and the general difficulty like the steeplechase (such as leap, puddles, gravel, etc. ) gathered together, creating a new field of racing - cross-border Rally. On the field ready to go racing like a mechanical field athletes, breathtaking shots game due to the different obstacles and the environment may occur more people passion. Such extreme sports spirit advocated self-challenge and PUMA seeking fun in motion with the notion, Subaru team collaboration is even more powerful. PUMA launched a new 2013 autumn GRC series with bold orange, yellow fluorescent color, highlighting the extreme sports personality skull with graffiti design visual impact and are intended to pay tribute to this young group of extreme sports and the pursuit of excitement and adventure.

The PUMA's cooperation with Subaru series features extremely highlight the personality of the team and the drivers, both the choice of colors, showing the main visual elements and design patterns design patterns are drawn from the team car and driver race suits on. We must also mention that the team have the courage of two young riders DAVE ; MIRRA with BUCKY ; LASEK, designed as a source of inspiration and the central figure, they are involved in the whole idea of ??the design process.

GRC series woven Hoodie most eye-catching than the skull embroidery. Which skull pattern designed for racers BUCKY ; LASEK design, arm, stabbed by representatives of animal skeletons team labeling, big body jump bright prints make the whole dress great tension.

GRC series hooded knit sweater and jacket ; also a racer favorite styles. Representing two racers orange and yellow are processed within the cap, each detail shoulder, waist and pockets above; arm, also on behalf of the team of thorns animal skeletons labeling; publicity chest drawn with crack offset beast tooth pattern, whether it is with sporty jeans the next, or is it casual style beige trousers, all without losing trend and vitality. Inside the ride Waichuan Jieke the GRC series with short-sleeved T-shirt also has a variety of options, heat bright red, dark gray or black low-key undercurrents of iron, there must be a passion to highlight the assertive personality and movement.

In addition to a variety of clothing, GRC series off their shoes nor left. STREET series of shoes is a professional racer DAVE ; MIRRA with BUCKY ; fans version LASEK, the big body dark with fluorescent yellow laces, tongue track pattern and classic pattern, large bottom side and rear help impose graffiti ink processing, plastic transparent sole rider engraved name and number, this series will become an essential trend of young chasers and extreme sports enthusiasts models! GRIMME Series contrast prefer casual style, canvas, suede material as fabrics, with vulcanized rubber outsole, drawing large skull pattern. Whether casual traveling by car, or to carry out a rapid rush of blood, GRIMME series are of your good choice.

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