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? Iva designer Eric (Eric Avar) of KOBE X manuscript

Bryant's career success is not a pile of honors and titles, the key lies in unremitting self physically and mentally challenged. Kobe more pay is the court, every time the power upgrade, physical training, study skills, and tenacity of will develop.

Bryant said: "When I really realized this when I frantically training until two dark and lost consciousness."

This insight directly KOBE X Blackout spawned a story behind it. With Bryant back to prepare him day after day training will play a vital role in the recovery process.

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KOBE X Blackout will be held February 21 at selected retail outlets in Greater China nike.com and sale. Chinese shoes Network December 28 hearing, the case law of the two new business

5 years ago, beating Li Ning, the Beijing Olympic partners, when Adidas had confidently thought it would be It is the term for the company to provide "leapfrog development platform," sporting event. However, in the 2009 Beijing Olympic Games after a full year, Adidas will have to pay for their optimism before.

2009 In April 2009, a report from a third party showed that some of Beijing Olympic apparel sponsor since the blindly increase the yield, causing a large number of stocks are still unable to digest, which Adidas largest inventory, the value of goods in the country has up to 10 billion backlog.

high inventory bring the increasingly tense relationship between brands and dealers, Adidas in the number of purchase, price cuts, agency and other practical problems with the dealer in a series of games, there have been broke compromise.

auto forsake Adi

In the company announced first half 2009 results, when Daphne International (00210.HK) announced a surprise message the industry - the decision In the second half of their hands 107 Adidas store sales all hands. The company's semi-annual report, its first half closed proxy Adidas stores up to 21.

It also announced that China's second-largest women's Daphne operators, will completely agency business unless sportswear brands such as Adidas. Daphne company official said, the reasons for withdrawal that sports brand profit margins continue to decline. Prior to 2008, the Acting Adidas operating margins generally can be maintained at around 10%, but the second half of 2008, the operating margin is less than 5% already.

compared to Belle International (01880.HK), Daphne can only be counted as a small and medium sized distributors Adidas. September, Belle has gradually closed the operation of a bad 346 Adidas stores.

It should be said, the above-mentioned sports brand agents or closed shop, or quit, to a large extent influenced by the financial crisis since the Depression sports brand market factors.

"which to a large extent on the 2008 Olympic Games in its market overestimated, resulting in a large number of difficult to digest inventory, the impact of which on its distribution levels are far-reaching and deadly." industry veteran Experts Yang Dajun said.

In fact, until near the end of 2009, when Adidas high inventory problem is still no relief. Before Adidas announced third quarter results, Adidas in China and Japan-based Asian market sales fell 9 percent, a decline of 11 percent after the North American market.

Adidas has even acquiesced part distribution price behavior. South Station in Shanghai Everbright Convention & Exhibition Centre and underground mall, up to 50% off Adidas product information everywhere.

can not allow roots run

Daphne exit may also hide a deeper meaning. Previously, Daphne was a leisure brand Adidas clover national distributor. But the "China Business" reporter was informed that Adidas has decided to withdraw the right to operate clover, clover before the agents in the hands of large-scale stores Yizao shut down.

Currently, Adidas clover recover from the hands of the agents the right to operate the news has been confirmed, the industry more conjecture clover brand Adidas has focused on whether the next Direct clover. If this speculation is finally confirmed, it will no doubt be an Adidas operating strategy important benchmark: the world's leading asset-light businesses have decided to get involved in the

Direct.

For the issue of recovery of the right to operate clover, Adidas has not commented. Adidas dealer said, after entering the Chinese market for seven years, Clover brand did not get the main brands such as Adidas commensurate recognition, market performance is not satisfactory. On the contrary, since counterfeit products in many second and third tier cities clover popular, greatly damaged the brand's image. The above factors, Adidas clover recovery initiatives should be reasonable.

In Sea Road Consulting Principal Consultant Dai Chunhua opinion, clover Adidas hands after returning there are many possibilities. One is company-owned, the other is a nationwide distributor company shares in the company is confident of accurate brand dealers after output, then by the reseller business.

an industry consensus is that if you continue to indulge the brand in the hands of dealers grassroots-run, clover this "noble brand" is likely to degenerate into the next Playboy in the next few years, or Valentino.

Game channels continued

auto Marchi (a pseudonym) in participating in various sports brand in 2010 of ordering, there is a very deep feelings, is the brand's "posture" are beginning to lower, and brands not only offered to reduce order discount, increased advertising investment, and even offered to end section can be extended past high above Adidas is no exception.

Although Marge is a region of small dealers, but he believes that with the sports brand channels to further enhance the degree of concentration, brands dominance at the negotiating table is gradually disintegrate.

Yang Dajun said high inventories hard to chew, eventually digested that day. For Adidas, the channels gradually enlarge the situation is the most want to see. He said that with the rapid expansion of Belle, Po Sheng and other channels, focused trend channels will become increasingly evident. Since then, Adidas and Nike distribution channels will gradually and Li Ning, Anta and other brands homogeneity, which will further compress Adidas and Nike's profit margins.

According to the reporter, in early 2009, Adidas has been brewing over a "cut-fan" of the plan, that the agency was originally granted an area of ??an agent, and in 2009 began to encourage two more dealers to compete, in order to change the current auto dominate and trends.

There are even people in the industry believe, Adidas inventory digestion can not afford to delay, cut fan of policies and their implementation are also relevant. As part of the dealers have been cut fan concerns, afraid of their own hard work to lay the channels is enjoying others in the process of distribution of Adidas began not dedicated, so Adidas stock has been high.

[Chinese shoes Network - regardless of the weather when the new equipment] how "bad", can not be the reason you stop running Nike launched Nike Shield Pack 2012 autumn and winter type of protection running equipment, help you resist the coming rain, the wind! weather and darkness. This quarter, the product will be water-resistant, windproof, warm air and innovations such as highly reflective properties of the organic collection, used in a variety of running shoes, jackets, vests, sweaters, pants and other equipment design, as for running in winter runner pay attention to the warm, protective and other demands, for the runners to provide a different product mix.

Nike Shield Pack Running clothing

isolated from the outside world, locking the ultimate expression

Nike Shield Pack jogging apparel, including jackets, vests, sweaters, pants, leggings, shorts and other products, according to different weather runners, with different equipment, to meet the windproof, water resistant, warm, improve the different needs of security. Technology for its innovative fabrics including woven and knitted waterproof waterproof two types.

Woven series based on the highly water-resistant waterproof windproof material properties, surface and clothes pockets, zippers are used at the nip of the design and implementation of a seamless all-round protection. This series includes Nike Vapor WR, Nike Vapor Jacket for men and women and other products.

knitting waterproof material layout on the need to take full account of the runners. Tops in the chest, head, shoulders, upper back and arms outside of the other regions, the use of coated composite fabrics increase windproof water resistant function, while waiting for the back and armpit area, then use a soft, brushed Dri-FIT fabric , increased ventilation, while in the neck, back, hem the lining material portion increases every winter, to play the role of warm. This series includes a full range of protection Tops Nike Shield Element Max jackets, relatively thin, high collar capless design of Nike Shield FZ jackets and lightweight Shield Vest zip running vest. knitting waterproof bottoms include warm and comfortable Nike Shield Element trousers and a more functional sense of Nike Shield Element pants. Its unique leg zipper design, safety storage pockets, the application of reflective material gives runners maximum protection and convenience; the same time, warm wicking Dri-FIT terry knit fabric and DWR (durable waterproof) fabric, according to ergonomic seamless, guaranteed comfort, while the key parts to play highly protective ensure runners legs dry.

Nike Shield Pack series also includes Nike Wool Hoody Ladies cashmere warm hoodie for internal and Nike Wool Crew Men's cashmere T-shirt, as well as Nike Relay Top women's T-shirt (long sleeve), Nike Tailwind Top Men's T-shirt (short sleeve), Nike Twisted Tempo shorts and other comfortable, breathable running clothing, to provide you with more choices.

Nike Element Shield Max Jackets (knitting waterproof series)

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Nike Vapor WR Jackets (woven waterproof series)

You do not want to stop the wind and rain to go running, you need a good protection performance, breathable running jacket. Nike

Vapor WR jacket, with its unique design details of the functions to be your best choice. It uses highly windproof waterproof Storm-FIT 5 fabric, this fabric also have excellent permeability, to bring you the best protection and comfort feeling. Its Hand sleeve design for hands warm warm, and ensure that the desired range of motion. Hood with adjustable drawstring front, you have the flexibility to select the area to cover.

Nike Wool Hoody women's cashmere hoodies

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using a combination of Nike Dri-FIT wool fabric for women runners provide warm and comfortable wearing feel the perspiration and the stylish and beautiful. Nike Wool Hoody good ventilation, hood gives excellent covering properties and thermal features, it will not block the line of sight. Unique long sleeve design to both hands thumb jack better protection. Curved hem brings a natural sense of personal comfort, while a positive seal combined with vertical pleats buttoned neckline again improved breathability and warmth, so that women runners running in full winter dynamic style. Highly reflective material can be improved runner visibility in low light conditions to ensure the safety of

Nike Wool Crew Men's cashmere T-shirt

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using a combination of Nike Dri-FIT wool fabric for women runners provide warm and comfortable wearing feel the perspiration. Long-sleeved T-shirt which combines all running shirt has comfort and breathability. Unique flat seam construction design reduces the clothing and the skin friction, while the thumb jack provides excellent coating properties, in cold weather conditions to provide continuous warmth of your hands. Also enhancing its coverage hem clothes, be against the cold. After neckline reflective material can help runners to maintain visibility in low-light conditions, while fixed headphone cable, easy to enjoy music in the running

Nike Relay Top Women's T shirt

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