

Relay Running Top (Women's) while both breathability and comfort features (also short-sleeved paragraph). Nike Dri-FIT fabric delivers outstanding perspiration management functions, while the flat seam construction, ergonomic design, perfect fit body, reducing the feeling of clothing and skin irritation caused by friction, compact features suitable for the full range sporting experience. Underarm mesh design ensures a fully breathable, warm warm hem can play the role. Rear collar is designed for fixed headphone cable, easy to enjoy music while running, free from outside interference; while highly reflective material can cause runners to maintain a high visibility in the dark

Nike Twisted Tempo Shorts

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Nike's TwistedTempo is a high performance women's sports shorts, stylish and comfortable to wear, there are a variety of color choices. Negative diagonal in stark contrast with the background, allowing runners better striking, beautiful. Dri-FIT fabric with built-crepe liner helps keep runners dry. Zipper pocket for safe storage of smaller players. (Chinese shoes Network - the most authoritative and most professional Footwear News)

;; [Chinese shoes Network - brand observation] once your spirit is full of German sporting goods giant Adidas AG (hereinafter referred to as Adidas) seems to fall into a loss. Lower performance expectations for two consecutive years in the same time, trying to achieve the counter-attack by Adidas shot edge business segments.

January 23, Adidas announced that the price will be \$ 280 million sale of its US footwear brand music step (Rockport), while the buyer is the New Balance it a strong competitor with another joint venture between the private equity companies the company. fashion sports brand's sales have been sounding the alarm for years, those in which the body is apparently unwilling to sit still manufacturers, chew the root to divest non-core brands become one salvation program. cheap sale Music step

January 23, Adidas announced it will sell under the name of the music business to step sneakers a joint venture company by the rival New Balance launched, hoping to take the first step to revive the business.

Public data shows, music step by brand Adidas in 2006 to \$ 4 billion in price-earnings under the command and become the adidas Group sub-brands. Development so far, Rockport has entered more than 55 markets worldwide, 2007 Le step into China, has nearly a hundred shops in China a second-tier cities. And the main brand Adidas sport different styles, Rockport men's and women's series between business and leisure, and the main technological factors.

It is reported by New Balance and private equity firm Berkshire Partners venture company will be \$ 280 million price of the acquisition step Lok brand, the new company will also include New Balance Drydock business. The transaction will be completed later this year. In fact, as early as last May, there is news that Adidas is seeking to sell the brand Rockport, Rockport news that the price of at least \$ 300 million.

Fuse
The Adidas sale Rockport poor performance stems from the first quarter of last year. Net income in 2014, according to a quarterly filing Adidas, shareholders of 204 million euros, compared with 308 million euros the previous year declined by 34%, while sales fell Rockport 12.1 percent to 53 million euros.

Reporter comparison, the music stage for the \$ 280 million sale price, and had claimed at least \$ 300 million of the price of a certain gap.

Many people in the industry told reporters that, in fact nearly two years of Adidas performance is not good, although Adidas Performance report released recently shows that the company's 2014 sales growth of 11%, the Reebok brand sales increase was 5%, but its biggest rival Nike compared to its earnings growth rate is still not a small gap.

According to Nike's recent financial results in fiscal 2010, Nike's revenue was \$ 18.324 billion, in fiscal year 2014 (year ending May), revenue rose nearly 50 percent to \$ 27.799 billion, while sales of Adidas From fiscal year 2010 to fiscal year 2014 grew by only about 23%.

"The Adidas brand-focused approach, focusing not only products, and more on the layout of marketing, in order to catch up with Nike's biggest competitor in the marketplace." Many people told reporters bluntly, now, no matter is a sports brand or fashion sports brand, by the layout of the industrial and win approach is outdated, from the successful experience in recent years, Nike, improving product in the core areas of competitive advantage, in order to compete for more market share in key markets.

5-year plan tight

"The Adidas reason to spare hurry to sell less than a decade after the acquisition of the characteristics of the brand Le steps, in fact, with five-year development plan Adidas previous layout has a direct relationship, however, buy out music even further brand After its five-year plan to develop the company had also not a small challenge. "A step closer to the music industry, told reporters brand bluntly.

According to the reporter, as early as four years ago, in a period of rapid growth of Adidas developed a five-year development plan in 2010, based on 2015 sales (excluding currency effects) increased by 45% -50 % per year with a high single-digit rate of growth. If you press the previously planned, in 2010 global sales of 11.99 billion euros, based on Adidas in 2015 revenue is expected to reach 17 billion -180 billion euros. But that is not the case, according to Adidas relevant results, in 2013, Adidas to achieve sales of 14.492 billion euros only, much lower than the previous estimate of more than 10% annual growth rate, which means that 2015 revenues reached 17 billion euros is no longer possible.

In this regard, a number of interviewed people in the industry to reporters analysts say, to sell music steps to remedy the situation actually is not too late, by the large environmental impact and had dragged down the performance of the music step, after the

scheduled five-year target has become a bubble, Coupled with Western Europe and Russia, the main battlefield of successive defeat, will undoubtedly become the main reason for Adidas eventually crashed.

This reporter has learned that the last two years of high-end sales overall market sentiment and slow the impact deserted old inventory liquidation, Adidas's TaylorMade golf brand exerted pressure on profit performance did not meet expectations.

From the 2014 second quarter, after excluding currency factors, the Adidas brand sales increased by 14 percent, an increase of 9% Reebok, TaylorMade golf was however down 18%.

In addition, the market share of its main markets of Europe and Germany is facing a Nike continue to erode. Fortunately, the strong Chinese market, perhaps to weak growth adidas some comfort.

relevant results, in 2010, Adidas Greater China sales of about 1 billion euros, to 2013, sales reached 1.655 billion euros, compared with 2010, an increase of approximately 66% in Greater China, we have been ahead achieve the 2015 target of 50% growth in the adidas Group developed.

However, the rapid growth of the Chinese market alone can alleviate global Adidas pressure? Peeling step after the music, which Adidas will move the market is still cause for concern. (Chinese shoes Network - the most authoritative and most professional shoe News Media Partner: Buddy shoes, bags ; oriental resins.)

;; Recently, this reporter received friends call Nanchang Shengli Road Pedestrian Street, the newly opened Wanzl department has very cheap "Nike" and "Adidas" and other name brand sports shoes sold, a pair marked "NIKE" logo sneakers as long as 60 yuan, suspected to be fake, reporters immediately launched an investigation.

;; not only within the Wanzl Department Store "Nike" and "Adidas", "kappa" and many other brand-name

;; "Nike shoes" sold only a few dozen yuan a pair phone manufacturers actually sell the mall phone

December 19 afternoon, the reporter went to Nanchang Victory Road Victory Road Pedestrian Street Wanzl Department Store No. 155, at 1 floor shoe and saw many labeled "Nike", "Adidas", "UMBRO", "KAPPA" and other international brands of sports shoes and other signs sneakers put together sales. Reporters view a few pairs of "Nike shoes" price tag, found mostly in the price of 60-90 yuan.

"Why is this so cheap Nike shoes, as if it really you?" Reporters picked up a pair at random to ask the promoters, "we are NK brand shoes, so the price is very cheap. Do not worry, If you buy back found to have quality problems, as long as no hurt bad soles, our replacement warranty, and if you are a member, we can also give you a discount." salesman so to answer. Reporters carefully review the product label, only to see the words NK brand, but there are shoes "NIKE", "AIR", and Nike's unique "□□" sign. "It does not seem genuine goods, right? Which production?" The reporter asked again, "it can be said that simulation products, these Nike shoes are Fujian Nanping manufacturers." The salesman said.

In order to distinguish between true and false, the reporter called the manufacturers to "Nike" sneakers label on the telephone 0591-83207111, who knows this phone turned out to be chain Wanzl Department Store Co. Ltd. in Fujian contact telephone number, not Like the salesman said Fujian Nanping site, nor on the label the subject of Fuzhou Ferrer Industrial Co., and answer the phone's men made it clear that they did not produce Nike shoes here.

;; pedestrian street stores sell more question "Nike" store represents helpless

;; reporter also visited the pedestrian street shoes three stores found in the inner part of the same stores sell Nike sneakers with "□□" sign, these shoes not only rough, origin chaos, and the price is also uneven. Sales staff repeatedly stressed quality, cheap price, but "whether it is really the Nike brand sports shoes," but avoided answering the question. Subsequently, the reporter went to the victory on the road in the Nike store, sales of sports shoes and found that there are a minimum of 400 yuan, the most expensive will have a thousand dollars, and the origin of most of Vietnam or Indonesia, it is also part of the production in China, Jiangsu a.

;; "Really Nike and Adidas sneakers air cushion is very soft, and very hard to fake, in addition to these brands of shoes car line requirements are quite strict, provides The length of each needle should be average, can not appear jumpers, etc., fake shoes, work requirements would not achieve such stringent level." store clerk describes methods to identify genuine and fake Nike.

store clerk told reporters, such as Nike, Adidas and other international brands cheaper it is impossible to sell tens of dollars, a maximum number of second-hand play Qizhe for sale, so sell so low the price is certainly fake shoddy products. "They are the sale of counterfeits, it affected our reputation, but this brand fakes too much, we have no alternative. Now is the founder of Walking Street 'in malls and shops with fake', and hope that the relevant departments to pay attention to this situation. "

It is understood that in Nanchang, the Nike brand is only two agents, one is "Hung ", another is " East Inchcape "East-is the agent, The provincial Hung two agents, both have brand power of attorney, and these agents are in the store or at the mall in the form of a special counter sales of products, not like "Wanzl Department Store" as and other sports shoes mix sold, and these stores authorized to sell Nike can find the official website.

;; people frankly do not buy such goods target consumers locked in low-income and students

;; so cheap. " Nike shoes' market how what? Reporters in victory on the road were interviewed several pedestrians. Miss Xiong told reporters that this very public brand is definitely not cheap to buy, first, quality can not be guaranteed, the second is wearing feel "loss of face"; and people said she had got the shoes "to see that this is fake that he will not buy. " Reporters interviewed a number of pedestrian and then another, the answer is basically the same.

;; people are not recognized for such goods, then the interests of businessmen come from it? Reporters found that the purchase of such commodities crowd has two parts: First, low-income people buy the cheap price of such goods purely diagram; the second is the student population, spending power is not strong, such goods not only cheap, but also the style and more brilliant color, brand

name imitation but also to meet some people's vanity. "This shoe is definitely false, but cheap, looks also good, very suitable for students!" Students from Normal University Wang's analysis is confirmed by the reporter.

;;;"imitation Nike" alleged trademark infringement will be severely punished, authorities said

Subsequently, the reporter called the Donghu District Industry Authority trademark advertising Branch. Liu Kechang told reporters, some businesses prefer to trade name and address were playing with words is in fact misleading consumers. Although these sneakers have their own brand name, but because of the use of these well-known brand mark, English names, essentially the same violation of these brand trademark and other intellectual property. Learn more about the specific circumstances of reporters after the investigation, Liu Kechang verified that they will be home as soon as possible, if irrefutable facts, will be seriously dealt with the relevant merchant.

;; ;? [Chinese shoes Network - Brand Dynamics] In Chinese fans looking forward, Adidas basketball superstar Dwight Howard appeared in Hangzhou Little Luzon Adidas city's flagship store, officially opened this year "Rocket Man? full off" trip to China. The event, Howard excited to share this with the Hangzhou China exclusive boots fans - Chinese color of the D Howard 4, and the first member of his national team jersey on the 12th rocket gift of Lynx CEO Yong. This member has Howard autographed jersey player version, the country starting in Adidas Lynx flagship store.

One year later, Howard once again come to China, has just moved to the Houston Rockets, he shared the feelings of the site after the transfer of the media and fans, friends, and delighted to introduce him coming after Houston The new nickname - "Rocket Man." Howard said, joining the NBA has a center of traditional Rockets teammate Yao Ming and become, let him feel very honored and excited, already can not wait to set foot on the pitch for the full launch fuel booster rockets next season. He also deliberately put on the characteristics of the "Rocket Man" cloak, hoping to help Chinese line color D Howard 4 under attack the NBA championship trophy. The fans are all infected these words, the atmosphere is pushed to higher climax.

In addition to the line to bring the latest Chinese color of the D Howard 4, to share the joy of his move Space City, the Howard energetic as always, with the majority of fans for close interaction. Adidas intimate arrangement of the "Rocket Man" signings link - Fans have come up with all kinds of souvenirs with Howard about the "Rocket Man" close contact with, to express their love and blessings for Howard. Give yourself a great support in order to repay the Chinese fans, Howard is more posed for pictures with them. The presence of 12 lucky fans is participated in the "sprint" of elastic band at the invitation of Howard's game that this game so that everyone in the competition but also appreciate the many obstacles Howard breakthrough to a higher goal in the hardships felt and struggle. Howard also spared no effort in the side to cheer them, the ultimate winners are given a Howard sent a special "Rocket Man" cloak.

Adidas "Rocket Man? Full launch" China will continue the line, after Dwight Howard will visit Chengdu and Beijing to further interact with the fans, please the majority of fans and basketball fans sustained attention.

D Howard 4-- China Tour limited edition shoes

With the Adidas basketball headed star Howard upcoming White Space City Houston, Houston Rockets Howard China trip also will open on August 22 this year. The Adidas preparing a new signature boots --adidas D Howard 4 for him. New team, new jersey, new boots and new season, before that, let us see the style adidas D Howard 4 of the 2013 World of Warcraft China line. Dwight? Howard will wear adidas D Howard 4 Chinese line color, came to Hangzhou, Chengdu and Beijing to meet with Chinese basketball fans interaction.

to have the most dominant league insider build adidas D Howard 4 using SPRINTWEB vamp technology to make the uppers ensure breathable at the same time have a better supportive. In the upper decoration design, Adidas seek updates breakthrough, streamlined stripe design, so adidas D Howard 4 feet more in line with natural bent, but among these there are holes and smooth lines, like air intake when running sports car Like, let air into the shoe easier to help your feet breathe freely. For Howard, this huge size, moving fast, wide area inside the offensive and defensive players, a pair of flexible curved, comfortable boots heat helps to play better on the field. The natural flow of lines, as if all emanating from a core out that adidas D Howard ankle protection zone 4. Soft and slightly raised ankle support 3D design is a major highlight of this pair of shoes. Three-dimensional fabric material support, like high-end headphones, like live comfortably wrapped ankle, while SPRINTWEB smooth lines that adidas D Howard 4 emit sound waves wonderful.

in the sole design, adidas D Howard 4 Quick use this new innovative outsole design, 15 independent partitions inside center footsteps make more flexible, make Howard more rapid pace in the defensive cover. This 15 partitions were divided by the partition responsible forefoot grip and start the forefoot partition used to balance and move around in the palm partitions strengthen support to avoid sports injuries, after the palm partition also has super grip, helping players stop action and landing damping.

inside the basketball shoes is the most important parcel, which is Dwight? Howard has always maintained the tradition. Boots from the new generation of designs in this regard, can appreciate, Dwight boots very fitting robust. Iconic adidas three stripes, using TPU material, on the outside of the first heavy boots provide lateral support, while the lacing system is connected to internal and lace has been extended to the middle of the sole. If you think these two heavy package design has been sufficient enough firmly locked in, you're wrong. adidas TechFit tongue is not only a comfortable package, flexibility, and increased mesh design is more breathable and comfortable than ever tongue design. From the inside to the outside of all-round package is designed to allow adidas D Howard 4 has a sense of the parcel in the foot hard competition against other basketball shoes.

adidas D Howard 4 Chinese lines color Adidas as the China exclusive design line color, from yellow to red with a gradient of upper three golden stripe design, so adidas D Howard 4 boots radiant, and in the blue By contrast color laces and lining, we thought of Howard's nickname - Superman. We can say that this is the color of Superman's another interpretation, just come out when the Howard line in China. adidas D Howard 4 Chinese lines using a disc inspired by the color of the tongue, the tongue glittering printed "DH Logo". In its blue lining, the same printed full of "DH Logo", highlights this pair of boots domineering master. Let us look forward to the World of Warcraft come together to meet the new season, a new performance Howard. (Chinese shoes Network - the most authoritative and most professional Footwear News, Media Partners: Apparel IT)

Supernatural Innovation: Nike basketball Post ELITE SERIES HERO series 2014-05-06 22:44:39

Whether in books, movies, novels, or television, the virtual world heroes will show different characteristics in terms of speed, strength, vision and intellectual. When faced with tremendous pressure, they will rise to the challenge of these advantages.

LeBron James, Kobe Bryant and Kevin Durant is a real-life heroes who shocked the basketball world. Following ELITE SERIES TEAM series, Nike basketball season re-launched ELITE SERIES HERO series, which is more representative of the pursuit of excellence: boots designed in accordance with LeBron James, Kobe Bryant and Kevin Durant respective beyond the ordinary???

features carefully built.

rich colors, quality materials and advanced construction, and their insights into the athletes, declaring the birth of the Elite series of three double signature shoe, the new color represented their three respective performance in the field of Superman.

Nike basketball ELITE SERIES HERO series will be held on May 9, designated official online store Nike retail stores and in the Greater China region NIKE.COM/BASKETBALL sale.

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