

Concepts x New Balance 574 tushang 2013-12-08 22:42:58 famous shoe shop again postpone a joint New Concepts, New Balance joint cooperation, launch the "Home vs. away" Pack combination product selection the New Balance 574 shoe design. It will be taken in this weekend's American University first grade NCAA Division I Ivy League in the form of a limited sale of the two basic competitors into the shoes of Harvard and Yale designs, like friends can continue to understand the concern.

adidas boost running shoes 2014 spring series of new listed 2014-05-06 22:44:26

2013 □□, adidas new high-performance scientific and technological boost undoubtedly attracted all the attention - unparalleled energy feedback function and peculiar shape, it has become in recent years the most revolutionary running shoe midsole technology. This spring, boost family Adds newcomer, also launched pioneering role of science and technology as boost energy boost upgrade section - ; energy boost 2, and the new running shoes stability shoes - reenergy boost, as the runners who have different needs of a richer choice. Both shoes have launched a variety of beautiful color, with its sleek exterior design, it makes it easier for you to run a type of spring!

energy boost since its launch has been a result of comprehensive coverage boost science and technology and other aspects of the Almighty and feel good foot runner to become the most popular weapon. This spring, adidas once again start to this pair of running shoes countless praise comprehensive upgrade, bringing a stronger latest version --energy boost 2, so that all people are able to love running full speed all-around in the spring of 2014.

energy boost series experienced two color dress, the designer of this theme for spring, for the energy boost 2 match more youthful and beautiful color, male models in addition to the continuation of the acclaimed blue and fluorescent green The main push of color, the more smoke gray section of mature male runners to provide more choices. This time, in order to meet the needs of female consumers, especially as they introduced three beautiful colors - blue, fresh, sweet red, black wild, can make you each easily become the focus of the crowd.

energy boost in the bottom 2 is still with BASF (the world's leading chemical companies) joint research and development of science and technology headed boost, the stored energy of the thousands of small particles aggregated, soft, comfortable and quick rebound, as your double Foot injection infinite power. While retaining a strong sense of technology boost science and technology at the same time, adidas also used in the first generation energy boost acclaimed Techfit vamp upgraded seamless uppers will better fit the foot, so both feet in running in a more natural and comfortable. Meanwhile, the classic anti-reverse Technology Torsion? System remains indispensable, with the ankle stabilizing assembly for best protection.

In addition, adidas heavy build reenergy boost series of running shoes also will be available in March. The series of shoes will launch a special techfit and two mesh upper, and a variety of bright and vivid color models, to meet the different needs of more consumers. reenergy boost inherited a series of excellent energy boost performance feedback and stylish shoe design, and shine on the stability of the performance of its excellent arch support forces can effectively prevent foot turn, suitable for inside and outside with a slight leg Flip and support for higher protection requirements pace runners.

As a boost family members, revery boost same technology into the boost in the bottom, providing a steady stream of power for the runners. Shoes are built around palm boost material. After the placement palm boost material can effectively absorb the impact force of the movement, reinforced heel cushioning ability. The forefoot boost forces may be driven into the ground to provide better sports performance for runners.

revery boost from the soles excellent stability leading technology embedded Adidas Torsion? System, arch TPU support piece under the arch of the foot, with a very high elasticity and hardness, can better connect front foot and heel so make mutual traction front and rear legs with the most natural, so as to effectively prevent foot inside out. In addition, Torsion? Elastomeric let get better arch support in every step of the ground, so as to reduce the burden of the arch, make your feet more stable, sport safer.

revery boost uppers introduced two special versions to meet the needs of different consumers. Among them, the use techfit upper revery boost package provides excellent feel and better support to the wearer feet. mesh uppers version uses mesh material, suitable for foot breathability demanding runners.

As a high-end running shoes, revery boost the price is very approachable, allowing more runners to experience the outstanding performance boost running shoes.

; ; different, Nike has its own magic, one innovation, one marketing tools

; ; in the wave of economic integration in the face of increasingly fierce competition, companies including some multinational giants have built for the enterprise, including more scientific management structure, such as maintaining corporate boards and management of the opposite independence. For this reason, the total number of such enterprises contributed to the fame of the founder relegated from the news behind the front desk. However, the next thing is often not so simple.

; ; occur in the world's leading sporting goods group --- Nike's most senior management of shock has become one of the best evidence. Prior to Nike □θ□ more than a year on "foreign aid," President and CEO William? Perez because the founder and chairman Philip? Knight disagreed eventually resigned his seat by the Nike already serving 27 years brand affairs director Mark? Parker took over. This means that in a sense Knight personnel concussion a year ago the company management mechanism reform efforts a failure.

; ; There is no doubt that Nike founder Knight is a way to make Stanford proud M BA students. Who had been a university track team player with experience, he found the poor quality of American sports shoes shortcomings, and thus the initiation of US-made sneakers better idea. This Knight in school athletics coach Bill? Bowerman ideas coincide. In 1964, Knight and Bowerman each invested \$ 500, is created Nike's predecessor --- blue ribbon sports shoe company. Later, Knight bought from the hands of a college student that is now ubiquitous Nike logo, then spent only \$ 35. Since the company was founded poor early performance, Knight even had an accountant and working to supplement the family income. Famous footwear giant Adidas how would not think that this is only down by \$ 35 to buy the brand in the future will grow to make it fear billions of dollars worth of brand a strong opponent.

; ; different, Nike has its own magic, one innovation, one marketing tool. Nike product innovation speed is amazing, every year it launched a new product turned out to be as many as 120,000 kinds! In the late 1980s, Nike has developed a gas shoes, once launched and successfully sold worldwide. In addition, most of Nike sports marketing is relied on marketing. It took a year marketing costs up to \$ 200 million, Michael? Jordan, Tiger? Woods, Andre? Andre Agassi the world's leading sports stars have all been heavily Nike "buy", these stars for the global popularity of Nike shoes He has achieved a lot.

; ; with the help of unique product design and effective marketing tool, the Nike continues to expand market share, eventually shake the Adidas sports shoes market dominance and become the sporting goods market, the most famous, worth billions dollar brand. In 2004, in the European football market, Nike's 35% share for the first time exceeded 31% of Adidas. Knight, Nike's success will push the forefront of the American rich list. In the "Forbes" magazine America's richest list, Knight was once ranked with \$ 7.4 billion in personal assets of the first 22.

; ; the late 1990s, Nike gradually slow the pace of growth, earnings growth of 30% a few years ago has become the past. Knight admitted that Nike in the past there has been no great plan, relying on intuition is growing. Today, Nike has become the industry's leading companies, Knight recognized that it has to change, need between discipline and innovation, creativity and organization to find a balance. From the outside looking for a Nike CEO is a way to maintain this balance.

; ; in fact, from 1999, Knight began working to form a new management team, the introduction of new management philosophy executives from the outside, CFO Blair from Pepsi is an example. Meanwhile, Knight has been integrated supply chain system, the expansion of product lines, adding new brands and a series of attempts. When the phase is worked in a consumer products company in key positions when Perez, Knight of this without any experience in sports marketing, "airborne" is full of confidence, he said humorously, Perez has experience in long-distance running, Nike is more suitable than others. While successor, Shimon Peres, has said he is Knight's faithful, we will stick to act in accordance with the Knight's business philosophy. But a year later, the two men do not have good management philosophy not only running, but is farther away.

; ; real estate sales ranking provoke controversy two yuan 2 angle still in circulation

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; ; At the same time, Nike in the market has also been increasing pressure . The summer of 2004, the world's second-largest sports brand Adidas and Reebok brand's third-largest merger to form a pincer Nike battle. In the increasingly fierce competition, the end of 2004, Nike's global orders began not very ideal, encountered greater resistance in Europe and Japan. Between December 2004 to April 2005, the growth rate of orders for Nike shoes worldwide, clothing is the last two years the slowest growth. Share price once fell 3%.

; ; Although Nike is "Just do it", "I can" philosophy broke the "Adidas invincible" prophecy, however, this concept really can help foreign "monk" read well Nike's own classics, that is another matter. In fact, although the end of November 2004 announced Knight stepped down from the president and CEO of the seat, but he still closely linked with Nike running. And company fashion, innovative image very different from Knight who exudes all the characteristics that he was dubbed "Fortune" 500 US companies' most eccentric CEO "label. Knight concluded that, different cultural and business characteristics make it difficult to adapt Perez Nike style confusion

in the management, affecting the normal functioning of the company performance.

; ; This time, to be safe, Knight finally in exchange for older employees --- the original charge of Nike products and brand marketing Parker. And Parker's original post by the same person as Senior Nike Charlie? Denson took over. Many industry insiders questioned, it may mean that Nike is still difficult to jump out the old management stereotype. Exactly what will happen, we can only wait for the final consumer to analysts and observers an answer.

[Chinese shoes network] adidas clover movement's high-end positioning of the brand in the Chinese market increasingly mediocre performance.

Recently, Adidas made a sudden decision to franchise clover reverted to its own brand, or Direct brand. And has been quietly put into action. After the reporter exclusive access to the news from the dealer, and from the Chinese company at Adidas were confirmed.

recover clover franchise

clover formally into the Chinese market, just seven years.

"Adidas clover has the right to operate fully recovered, to plan their own stores do." Recently, a Shanghai Adidas dealer told reporters she said.

clover series Adidas is a major brand. Adidas now owns the three major series: sport performance series, sports the traditional series and sports fashion series. Where "ADIDAS ORIGINALS" belong to sports tradition series, using clover logo.

Shanghai hundred surplus Sports & Leisure Ltd. relevant person in charge confirmed to reporters, Adidas has been recovered clover brand franchise for the company, currently owned by the company in Shanghai clover stores have been converted to other uses, the company hired The sales staff has been placed in other footwear brand store company agent.

Shanghai Brilliance profit company founded in 2002, when the Hong Kong listed company Prime Investment (Group) Co., Ltd. and Richie, Pauline Lan, □□□□ and other entertainers set up joint investment company, the official agent in mainland China ADIDAS ORIGINALS limited edition.

Not only is Shanghai, the reporter learned from Adidas dealer, including a number of stores clover Hefei, Chengdu and other cities, is also quietly been evacuated.

Adidas Market Department official told reporters confirmed that the company indeed recovered from the hands of dealers clover brand franchise. As the company who is responsible for this brand is still in Germany, the company is temporarily unable to answer the other questions raised by reporters clover.

Adidas or Direct

This time the Direct clover Adidas brand has become clear intent. Dealers said that after the 2008 Beijing Olympic Games, Adidas began for the right to collect action clover brand. Accordance with the prevailing view Adidas insiders, will be fully recovered in 2009 from the outlets, Adidas self-employed sales personnel, trained by the company for its own corporate culture and product knowledge. dealer said, usually after big games, the relevant sports brand sales will quickly enter the downhill period, Adidas should be out of the 2009 performance considerations, its brand strategy to shrink. In addition, seven years after entering the Chinese market, the brand did not get as clover Adidas master brand awareness commensurate 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.

senior industry experts, general manager of the US UTA Management Group Greater China, Yang Dajun said that despite the company's recent Adidas global investors to produce a beautiful earnings "answer", but can not hide its next few years the company's profitability concerns. In the current global economic environment did not improve in the background, Adidas will likely compress some of it is not yet profitable brand, and the brand to do long-term planning.

In his view, this is a very natural strategic adjustment. Thereafter clover outlets will not be the main purpose for profit, but to maintain the continuity of the Chinese market, brand communication, then select the appropriate market opportunities, re-create the brand.

Sea Road Consulting Principal Consultant Dai Chunhua believe that nothing less than the following two paths Adidas may currently be selected, one is company-owned, the other is a nationwide distributor company shares in the company is confident of Business to carry out the accurate brand output, and then by the reseller business.

clover "Chinese-style" decline

Adidas products sold in the domestic series, sports performance series is the most common brand, market positioning is the classic professional sports brand, which also accounted for the vast majority of the company's performance. Clover positioning than athletic performance series is more stylish, more high-end. Another Y3 brand, from the concept of movement, the main fashion, positioned as a luxury family, in the domestic market is more rare.

"in dealers 'cottage version of' promotion, the brand awareness of clover in Chinese consumers have become increasingly mediocre." Dai Chunhua said clover this is positioning high-end fashion sports brand, but in the Chinese market, some Dealer grassroots operation mode, making the brand and Adidas master brand differentiation has disappeared.

She said the current channel mechanism apparel industry has exposed huge flaws, namely brand operations have already lost sales channel management and supervision systems, the so-called management and supervision methods and means are informative.

Therefore, once the inventory pressure slightly, dealers will ignore the needs of the brand price discount. Or to plan to save money, be fit for brands in terms of brand and market requirements sham. At least in the thinking of the majority of dealers, helping to promote their brands, do the brand, not their own work.

"under similar brand positioning, clover Why sell □□□□ main brand of high 30%, even 50% of the price?" Asked the reporter Yang Dajun.

as Adidas, brand communication, service experience is the company's most important. But the dealer's eyes, the product is the sole purpose of profit, short-term discounts, promotions, are based on the purpose as a starting point. And currently most dealers are also the agent seventy-eight brand, expect the dealer to take care of a brand alone, is clearly not realistic. At least so far, interest demands of both sides is difficult to encounter an intersection.

"But Adidas has to change." Dai Chunhua said, before rotten hands of dealers in China foreign brands such as Playboy, Valentino, are the Adidas had to face up to the warning.

Little information:

1949, the Adidas founder Adi Dassler first registered the three stripes logo. In 1972, Clover brand officially come out, when all

Adidas products are in use the symbol. But since 1996, clover logo is specifically used in the classic series Original products. ; ; ; [Chinese shoes Network - News] Nike brand has announced its advance sustainable, profitable long-term growth of major strategic initiatives progress before. Located in Beaverton, Oregon global investor conference held at the headquarters, the company said it expects fiscal 2015 revenue will reach \$ 30 billion, in its previously announced fiscal year 2015 revenue target range (280-300 million dollars) the higher end, the meeting also said that the new 2017 fiscal year revenue target of \$ 36 billion. In addition, the company reiterated that high single-digit revenue growth, double-digit earnings per share growth of middle-level and expanding returns on capital and other long-term financial model.

Chief Executive Officer Mark Parker, Nike's president, said: "Nike's winner we will be the best positioned to fully exploit the opportunity in front of us has a strong management team and continue to accelerate the pace of innovation, promote the creation of market growth. products and services for global customers to bring exciting retail experience and continue to expand our strong supply chain capabilities. We will continue to athlete services, return to shareholders, management risk and lead the industry. "

Nike brand Overview

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