

5. Energy and Climate Change Strategy In 2009, Nike has called for the establishment of a "business innovation climate and energy policy" (Innovative Climate and Energy Policy, BICEP) consumer products company alliance, which the United States initiative to strengthen the climate and energy legislation, creating a fair competitive environment through the introduction of a carbon charge, and open to creating technology and infrastructure solutions extremely important types of innovation. Nike's effort to make the mandatory regulations, rising energy prices and volatility and consumer pressure to take preventive measures. In addition, Nike in 2008 with five contract manufacturers launched a footwear energy efficiency projects. Nike insist on carrying on the project's collaboration has achieved initial results impressive: several contract factory production increased by 9%, but its absolute carbon footprint was down 6%. Social Responsibility Report Nike's corporate see: nikeresponsibility.com. Wherein the progress made on the goals have very detailed description, and the company in 2007, 2008 and 2009 fiscal year effort to conduct a comprehensive review. Supra Spectre Chimera new color debut 2013-12-08 23:57:04 This year, when the first appearance of this Supra Spectre Chimera, a lot of people because of its appearance and think Air Yeezy 2, however, when the Air Yeezy 2 colors to be on sale the third paragraph, Supra Spectre Chimera also released a its latest color, coincidentally, also the color red tone, with white outsole and Supra Logo on the tongue, do not know if this really is a coincidence or intentional it? Nike Lebron 10 Miami Heat home white / black / red color exposure 2013-12-08 22:43:47 Nike Lebron 10 color storm continues, dizzying variety of colors, but as this shoe the owner, the next LeBron James is also the court for our interpretation of another pair of the newest color. Just the other day an NBA regular season, LeBron wearing a pair of the latest Miami home color, this color with white tone, dotted with black and a red at the bottom, is extremely simple and capable. At the end of the game, LeBron is this double PE precious donated to a scene of young fans, everybody LeBron fans is not jealousy envy hate it? Nike Air Foamposite One individual customized version tushang 2013-12-08 22:44:31 Recently, this network exposure by Sole Swap individual customized version of the new Nike Air Foamposite One "Washington Redskins" inspired combination of design inspiration Washington Redskins, the color yellow Foamposite based material selection, the most prominent Washington red leather shoes behind in the Ministry of standard design teams appear, there white feather pattern embellishment. refresher wonderful 2013-12-08 23:38:27 With the recent Nike iD luminous burst crack option will be added to Air Jordan Spizike which, precisely describes the recent popularity luminous line of shoes. And in the last two years, Air Yeezy, "Galaxy spray", "psychic spray" this ultra limited edition sneakers also the luminous series products pushed to an unprecedented height. In fact, in recent years, the various brands have launched luminous series of shoes, comparative longevity is luminous shoes adidas and serpentine Mita cooperation. And from expensive to cheap, from limited to large cargo, we can see some more or less luminous system shoes. If not for the retro run comeback in this year, may double in the year which did not how many people remember the shoes, today will be the time the dust cover off slowly. So three years later, under the luminous line of shoes this trend, we will seek out While Pearl sea again, this pair New Balance MT576S FRAT able to meet you again. Glow in the end good? In fact, after all, just one of many upper material luminous one, at least in the daytime, it looks no different from other materials. So luminous material is a purely aesthetic and the birth of the product. From the scientific and technological content and production process, in today's perspective, we had no difficulty. For each sneaker brand, as long as you have the idea, you are willing to do it, you can do it. The key lies in how to make good-looking, after all, like this double MT576S all-luminous uppers of the shoes was quite rare, the impression and a pair of Nike Dunk Hi is a fully luminous upper. For now more popular approach is to use luminous material embellishment or shoes vamp shoes on the outsole. Of course luminous material itself, if the shoes luminous light absorbing material is not good, then the consumer, not the perfect consumer experience will also make relatively depressed. We full list of items associated Back up this pair of shoes, although called 576, but because the tape MT prefix, so This pair of shoes at first glance, very much like MT580. And people the impression that the elegant British production compared to 576, MT576 is a little more street flavor. It is true that because of the use of MT580 in the end as a whole, so it looks like double MT576 MT580 twin brother. In contrast, however, MT576 uppers a little more concise. Because MT580 outsole and the same, so it can be said there are few places, probably only worth mentioning is that, when in the end that a carbon plate has not shrunk, the use of carbon plate or really, not now disguised as a carbon plate The TPU. In addition to using the full luminous vamp so cruel shameless tricks, the symbol of lucky bamboo pattern from the Edo period in the heel of the Shi-mei-nawa rope totem and tongue. And rope totem skull logo on the tongue and are based Embroidery, rather than simply printing, on this point, this pair of shoes on the work or good faith of. Shoelace buckle in the vicinity of that portion of the leather is also used material made of imitation crocodile skin, though nothing new, but still quite bluffing, probably pretending to give people a very noble feeling. Inkjet effect in the end in the moment has become one of pop elements, but really not much use in three years. refresher wonderful In fact, we come back to think of it, why this seems so bluffing double shoes today, in the year but did not fire up? This pair of shoes I saw it two years ago, the price of 650 yuan a pair of shoes sold in a home Taobao. So if this pair of shoes to put on sale today, then surely it will trigger a buying frenzy. But just three years ago, in 2010, this pair seems to have not been more attention. First, at that time, whether Ye Hao running shoes, New Balance or, their degree of concern and popularity in China are not so high as it is now, of course, is now running for retro passion is unprecedented, A further opportunity is not for sale because this pair of shoes in China, so people to reach out to this pair of shoes will be much less. And then online shopping and overseas acquisitions have not been so popular and convenient, so even see with, but also touched, people unable to feel the charm of the shoes, so also with the transfer of interest and elapsed time. limited edition sneakers on sale, we also found a very interesting point. That is, from last year, because New Balance popular in the country. New Balance attach importance to the Chinese market gradually, limited sneakers for sale abroad, the domestic will be listed, and to this year, has been closely synchronized in terms of time. This retro running shoes lovers, is a good thing. [Chinese shoes Network - News Analysis] foreign brands in the country selling a price, to China to sell another price in the country is an industry standard, to the Chinese, is another set of standards in the end what is the reason spoiled these international brands, it is what makes them double standards?

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