

;;; business: preparing for listing, and take the road of internationalization

;;; 2005, the domestic sports brand melee one, how to break in a brand homogenization, the Xu Zhihua proposed "international brand" strategy, by brand, marketing, human resources, international private capital to break through the bottleneck of the development of enterprises

;;; "Nike brand of historical accumulation and cultural, are currently beyond the reach of the Peak of "quality Zhi-Hua Xu Peak confident now has not lost international brands, and Pick provide cost-effective products is higher now, Pick in second and third tier cities have a firm foothold, The next step is to enter the first-tier cities, in direct competition with those of international brands

;;; 2005 years later, the Olympic began to go abroad, sponsor the Rockets, Bucks, signing NBA official partners sponsorship Stankovic Continental Basketball, through these events, the Olympic basketball equipment successfully establish a brand image. In March of this year, held its first Olympic "Global Scope" orders, attracted participants from Europe, America, Asia, Oceania and so on four continents and more than 40 agents participated in more than a dozen major countries

;;; in the capital, the successful introduction of the internationally renowned Olympic venture capital fund Sequoia Capital, its managers Shen Peng has thus become an Olympic Board. "Sequoia Capital to help improve the management of the Olympic level, carried out the process of combing, it brought a lot of advanced management concepts. "In the future, said Xu Zhihua, Peak is actively preparing for listing, the use of the capital markets help implement the Olympic international strategy

;;; Zhi-Hua Xu revealed that the future will enter the Olympic-related shoes areas of industry, however, in each area, "Pick should strive to be first."

;;; 20 Nike was founded in the 1960s, or a very small scale, at any time possible closure of enterprises. The company's two founders □□□□□ and Knight have several roles, the company did not own the building and complete operators. In 1985, Nike's global profit of \$ 1.3 million, but by 1994, the company's profit increased by about 30 times, the first exclusive boil its market share is more than twice ranked third in the Adidas 24% . Nike in just three decades, by a simple small shoe company to become the dominant industry, the survey shows that awareness of Nike in the United States almost 100%. The little man of today renowned the world over, we Kingdoms a Nike shoe myth. Let us look at its development trajectory.

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;;; the Nike (Nike) officially named in 1978, but came from behind, had hung over the market's leading brands from Adidas Puma `` Reebok, the development process known as 'NI-KE myth'.

;;; Nike's appeal focused primarily on early stage technology products, and its goal was the brand is the official market, competitive athletes, but with a goal firmly "stuck" the ambitious Nike, and At that time a highly competitive market, Nike this position and there is no good other competitors difference, regardless of its technical superiority of their products, can not change the status of the leading brand in the minds of consumers, although at this time Nike ad campaign Under it is harvested, but serious difficulties, market position precarious.

;;; to the 1980s, Nike has found a weapon to subvert the market: give up someone else's market, build their own kingdom. In others to build a world where no matter how hard you are nothing but a follower, only to establish their own field, and you have a chance to change the fate of small-minded, become the new authority of the entire industry. After doubled efforts, Nike found his own world: its products began to turn ordinary people's homes from the athletic field and gymnasium, especially for teenagers. Nike's goal is at this time; like Levi's brand, become an integral part of youth culture and status symbol.

;;; 1986, along with the gassing insole product advertising play, Nike's "New Empire" began to take shape. Nike ad changed the past blindly promote its goods and technical performance and advantages of the technique, but to play by the representative and symbolic hippie famous Beatles song "Revolution" in the rebel novelty of rhythm and melody, a group of Nike products in the United States people are intoxicated to carry out fitness training, the ad accurately meet the new dynasty era, from the strong impact, the influence of large, unprecedented, the system's long-time rival Nike, Reebok also had to follow suit, broadcast subversive advertising Nike's market share has been growing rapidly: in one fell swoop than Reebok became the new overlord of the US athletic footwear market, Reebok has become a follower of the leader.

;;; Nike overwhelmed not only failed to stop the offensive, which has even more rapid expansion of the Kingdom! Since this breakthrough in the youth market, and the common features of these target groups are: love sports, worship heroes, Starchaser strong sense of active thinking, `yearning for freedom and unfettered life, imaginative and full of dreams. For this feature young consumers, Nike launched the "star offensive", one after another with some famous `sought after sports stars signing, such as Jordan, Charles Barkley ` Agassi and so on, they become brilliant film Nike commercial communication the protagonist, has become the hero of Nike after takeoff.

;;; In the ad, 'Who killed the rabbit Jordan' and is one of this year to Michael Jordan, as the high rate sporting Aviva and another by popular cartoon character Baggs. Benny has appeared in the film. Nike ad in this film, almost no figure of Nike products, but with the subject of attention of Michael Jordan and the rabbit Benny interpretation of one end of a game or a story. Nike understands preaching hate teenage strong sense of `independent features, give full play and cater to their imagination and self-awareness, from Jordan realized that I love sports, from wearing Nike shoes, Jordan associate wearing Nike shoes I. . . . In a series of consumer self-imagination `comparison, Nike's brand image depicting deep refers to the hearts of consumers.

;;; Nike advertising agency W & amp; Chris Riley's program director K Nike and Reebok contrast ad after comments: You put Nike and Reebok ad showed fourteen-year-old ` the children who see, they'll say: Reebok idea hit me again, they used to sell sports and health advertising. But the way they talk about the Nike ad is diametrically opposed: You see, those guys again in the Nike money squandered it really could not understand how they manage their own advertising expenses which means that they understand us, know that Nike could!. using the traditional marketing oriented advertising. "This just shows, Nike series of ads for the youth market achieved its purpose, by the teen customer's identity, but the battle for the consumer market, it is this most authoritative referee.

;; Nike when for the sports enthusiast consumer groups, which focus on shaping Nike and like you are the world of sports brand image experts in order to baseball star treasure Jordan ad protagonist of the series humorous advertising. Bao know, the funny treasure. Jordan attracted a large number of young viewers' attention. Later Po Jordan hip injury, so he had to bid farewell to the sports, Nike is treasure. Jordan lost the advertising value, under normal circumstances, the lifting of about 'kick start the US business community to mention only right and proper approach. But Nike did not do so, but to continue to cooperate with his advertising, a move with young consumers have a strong resonance: Nike, as we will not abandon an unfortunate old hero Again, Nike hired Barkley. Advertisements outrageous act did not obscure bar, but called their character performances, the protagonist is Kongwu vicious Buckley, beat opponents in the game, the pull rotten blue plate ... to see this piece of sports fans will have the same feeling: Buckley, he is like that. This communication Nike once again allow consumers to resonate, and the rapid rise of the Nike brand, dominate, naturally, is makes sense, of course pull.

;; this month, China announced Peak Group in the United States, the successful signing of the Houston Rockets home, while signing the famous American sportswear designer Ron Siegel, and the establishment of the US Olympic development center. Marketing and R & D, Peak Group's two feet, have entered the US market in the United States set off a Houston is not a small "Taiwanese style." Yesterday, the reporter through the network and long-distance telephone, interviewed directors Peak Group, Deputy General Manager Mr. Xu Zhihua. formally signed sponsorship Rockets home

Houston local time on February 17, the Chinese Olympic Group officially announced the temple of NBA basketball in hand, the successful signing of the Houston Rockets home, where Yao Ming became the only home team sponsor, is also the first landing NBA hall of Chinese sports brand.

The same day, Peak Group held a grand press conference immediately NBA Houston Rockets Toyota Center Drexler restaurant, and held a signing ceremony with the Rockets. This is the first press conference of the "NBA All-Star" live domestic enterprises. The NBA, Houston Rockets, Toyota Center, Chinese Consulate in Houston counselor and other officials, representatives of the Rockets players, former Rockets coach, NBA Hall of Fame famous star Culvin Muthpy, NBA star Clyde Drexler famous, famous sportswear design senior leadership teacher Ron Siegel, as well as directors Peak Group, Deputy General Manager Xu Zhihua, etc., and Houston, the country's dozens of media representatives gathered to the scene, witnessed the first Chinese sports brand with the NBA team signing event. In addition, the Peak Group and Rockets players give each other gifts, met with US dealers and American designers are signing ceremony.

Pick set up R & D center in the United States

In the press conference, at the same time with the United States Olympic Group dealer representatives and senior designer Ron Siegel held a grand signing ceremony. Peak Group Director, Deputy General Manager Xu Zhihua, said the signing of the US distributor of products very much agree with the style and quality of the Olympic, they very positive attitude and we negotiate contributed to the signing, Peak Group will be fully developed and the entire North American market. The contract, indicating that Peak Group's international strategy has been started. "Pick will firmly along the international route forward, and strive to become the representative of China and even Asia's top sports brand." Xu Zhihua said. But on the specific amount and related content signed with Xu Zhihua grounds of commercial confidentiality, he declined a reporter's question.

In order to more integrated aesthetic habits of Americans and American culture, as the Olympic brand in North America to do the full race prelude to work, Peak will invite well-known American sportswear designer, Mr. Ron Siegel, joined Olympic; also set up R & D center Olympic USA, specially designed for the US technical requirements and market demand of products. "Signed with the United States dealers and designers, and set up R & D centers in the US, it is to open the US market to do the preparatory products and technologies, as well as Pick 'most professional people to do the most professional shoes' concept The inherited." Xu Zhihua told reporters.

It is understood that, Ron? Siegel (RonSiegel) is a famous American fashion designer sport, and his design concept has won numerous awards. Former vice president intershoe of, Steve Madden and design experts and other consultants. held a "Chinese Olympic Day" branding

In addition to the press conference, Peak Group will expand the theme of "Chinese Olympic Day" brand campaign during the NBA All-Star Game famous for its first foray into the US market rally is expected in the NBA once again set off a China fever.

It is understood that the Rockets home on February 23, the majority of NBA Pick for fans to bring "national treasure panda" toys and a series of unique Chinese characteristics gifts, so fans in the NBA, spent a unique "China Day." At the same time, will be introduced for the Olympic theme of domestic and foreign customers back promotions, all purchases Pick products to consumers have the opportunity to get a chance to visit the Houston Rockets home spectators.

Peak Group director, deputy general manager of Mr. Xu Zhihua said organizing such an event, there are two considerations: one is the international Olympic, one should be Chinese people's Peak. "NBA basketball authority in the field, no doubt, influence in China and around the world is enormous and far-reaching. Peak is a national brand, but also to do the world's brand. We want to deliver the essence of Chinese culture to the world up, we want to bring the NBA, to the world more Chinese elements, Chinese warmth, support Yao Ming, Yao Ming and American fans feel not alone, we want to use action in the NBA Chinese players cheer, let him even more proud to be a Chinese player." Xu Zhihua said. to enter the US market, international brands Speed ??

NBA and Olympic sponsorship contract US dealers and designers, R & D center set up Olympic USA, Peak Group is an international speed. Since 2004, sponsorship of the Olympic basketball team several major European countries, plans to start its own brand large output to the West countries. By 2005, the European Olympic basketball league the only Chinese brand has not only become the top European Basketball League (All-Star Game 2005) equipment sponsor, but also through the "small basketball World Cup" reputation "Stankovic Continental Champions Cup" The place has become a strategic partner of FIBA, NBA Rockets home and hand, but in the domestic sports brand to international operations left the event in a page.

the experts in an interview with reporters, said sponsoring top international competitions is an international sports equipment brands "fame secret", has become a sports equipment manufacturers of a shortcut can not be replaced, and will also become the sporting goods and equipment providers brand, internationalization a must. Pick a move, if operating properly, it is possible to open a new situation for the Chinese sports brand to enter the international market.

Xu Zhihua also said hand the Houston Rockets home is an important part of the Olympic global three-dimensional marketing strategy blueprint, with its influence greatly enhance the value of the Olympic brand, access to international market recognition.

When Star Games star Li Ning shoe edge strategic first step in China to catch up with the Nike brand
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;; With the sports stars to enhance brand value for the Chinese sports enterprises, just on the road

;; August 14, China's leading sports brand Li Ning and the NBA superstar Shaquille O'Neal signed in Beijing. The former spent \$ 10 million to get O'Neal in China's right to speak. The next few days, O'Neill wandering Beijing, Shanghai and Chengdu three cities, Li Ning pocketed the face. Li Ning and O'Neal together, the Chinese sports enterprises with sports stars to enhance brand value has reached a new height. In fact, many Chinese enterprises are in the use of sports sports stars to enhance the brand, but the real success of the operation is not much.

;; Li Ning initially for his company to speak

;; Li Ning founder Li Ning is one of the brightest sports stars China last 1980s, he worked in the 1982 World Cup gymnastics competition, one person won all seven titles of 6 , it is regarded as a miracle in the history of world gymnastics. Subsequently, he won three gold medals at the 1984 Olympic Games. He habitually refers to him as gymnastics prince, but gymnastics prince planted in the 1988 Seoul Olympics, and that the Olympic Games, Li Ning crop failure.

;; and unexpected is that Li Ning announced his retirement soon after began to get angry at the mall. In 1990, Li Ning sporting goods company announced. By virtue of their position in the sports arena, Li Ning gradually won the favor of consumers. It can be said that, initially, the Li Ning Li Ning company actually carries spokesperson duties.

;; Li Ning company was established in the first 10 years, Li Ning, the Chinese delegation has been mainly rely on sponsorship to attend the Olympic Games, Asian Games and the Chinese gymnastics team won a good reputation for themselves. In other words, the delegation of Chinese Olympic Games, Asian Games and the delegation of the Chinese gymnastics team is Li Ning's image endorsement.

;; international brand Li Ning breakthrough is sponsored Gymnastics Association from 2000 began two years later, Li Ning, the Spanish women's basketball team to participate in the 14th World Women's Basketball Championship provides one-piece racing suit . Two years ago, the Olympic Games, Li Ning sponsored the Spanish men's basketball team.

;; early last year, Li Ning and the NBA signed on as the official NBA marketing partner. NBA Li Ning became the de facto image of endorsement. In January this year, Li Ning and the NBA Cleveland Cavaliers □□□□□□□□ & middot; Jones signed Damon & middot; Li Ning Jones wearing boots expedition NBA. Li Ning brand to become the first occurrence in the NBA's Chinese sports brand. Soon, Li Ning also with O'Neal signing. It is understood that Li Ning has been eyeing two other NBA stars - Wade and Ben & middot; Wallace, and Li Ning Company has partnered with the ATP has also been aimed at the world men's tennis star.

;; Obviously, endorsements Li Ning is growing up to challenge the world's top sports brands Nike and Adidas by sports stars. In 2008, the Olympic Games held in Beijing, no doubt, Li Ning company, but also an opportunity.

;; Interestingly, two years later, just as an athlete Li Ning then defeated Seoul 20 years. After 20 years, if you can really sense the Li Ning brand to become a world sports brand, it also will be a miracle.

;; Li Ning signed Shaquille O'Neal, the big sharks use influence to open up the domestic market, but also opened up and a channel of international brand competition.

;; Linghui achievements ANTA brand

;; ANTA is the first Chinese sporting goods companies hire spokesperson. In 1999, ANTA 80 million a year and the cost of Kong Linghui signing table tennis players and is considered lunatic behavior. And it is the year of bold initiative by Kong Linghui uttered "I choose, I like", the brand slowly penetrated into the minds of consumers, that when Kong Linghui is Pingqiu prince, influence can be imagined.

;; However, ANTA brand has been the most widespread influence is brought to you from two years ago, CBA league start, then they hire, including Battelle, including several CBA star became the spokesperson.

;; the last two years, Anta star power through CBA greatly enhance the brand value. It is said that when Anta CBA have become sponsors because Li Ning to give up. Lining Cheng said do not know if it is Anta. The interesting is that there are basically Anta and Li Ning to hit the market by the basketball star, Li Ning, Anta is the largest competitor in the domestic brands.

;; a breakthrough in ANTA future actions, they compete with Li Ning, NBA superstar also seems likely to do. □□

;; unfortunately only Li Ning and Anta

;; proven, through the hiring of sports stars as Brand Ambassador is a sports brand shortcut to success. As early as 1985, when Nike was a very well-known small company, Adidas, Reebok is the brand dominated the market for many years, almost the same time, Nike and Adidas sneakers air cushion technology invention, Nike find a great opportunity and Michael Jordan signing, create a professional image of basketball shoes, Adidas leapfrogged to become a professional sports market leading brands.

;; But now it seems, only domestic sports brand Li Ning, Anta and more successful. Pick although hired a "God of War" Liu Yudong as the spokesperson, but has not been a new breakthrough in this regard, Liu Yudong retire after this year, but suddenly abandoned Liu Yudong. In addition, Conway, Ray-speed, Kinglake and other sporting goods companies have hired the spokesperson, but in general the spokesperson is basically fixed a person, not to make a change with the decline in influence of the athletes. Such so-called spokesman loses its meaning.

;; deerhui, Mingle, Meike, flying grams, Xidelong, special steps such as a lot of sporting goods companies hire the actress as the spokesperson, but it seems very limited.

Related news

Head Porter Plus X Nike Sportswear Tee joint short has become each season both brands designated joint commodity, with NSW and HP+ simple words to represent both the brand, but also in Japan to introduce the new NSW X HP+ signed a short Tee, a color fan and frame design, the most noteworthy is certainly Camo version, also will be launched in 3 colour, for short Tee different colors

and characters of camouflage also is not the same as the internal standard is short, Tee Nike Sportswear HP+ and Nike Sportswear also inherits the excellent quality descent.

Earlier the Nike Sportswear Black Perforated Pack exposure finally has further sale information. Includes Air Force 1 Low, Dunk Hi AC, Air Toki, three pairs of shoes, a series of this style with black leather for the characteristics of the shoes is very low-key style, full leather with with punching, in texture processing with excellent performance, presumably like a low-key luxury sense shoe fans certainly not to be missed. A series of Nike Sportswear Perforated Pack will on Saturday officially in the INVINCIBLE and the Nike Sportswear store shelves in selling, like friends may have to pay attention to

In order to celebrate Nike Sportswear Nike Lunar Elite Trail QS Undeclared and Nike raid is published, the Sportswear Sunset Junction in the Silverlake held a party for the party published. To friends not only organic visitors made their own name for short Tee more chance to win a NSW prepared by the award and the latest Nike Lunar Elite Trail QS to move back home.

In one after another Nike Sportswear x fragment design Air Zoom All Court this double joint version of black and white with the Taiwan offer as many as one wishes to tide fans, too, and the trailer for 8/25 in Tokyo will allow early June has been the world 's long-awaited three new color fragment design x Air Zoom All Court, the three edition adds a little color to heel, blue and pink, blue, and black color, of course I dashed logo All Court signs a selling point, as to when to enter the Taiwan that have continued to lock the follow-up report

Nike Sportswear Air Force 1 Hi following a previously published Foamposite, again with a high Air Force 1 Hi issued a pair of new models . This is also in the upper article, with rare 3M reflective material for the shoe body overall material, only in the Nike signs and in the end the words AIR with white background, overall to the people share different feelings. This pair of Air Force 1 Hi 3M will be in the global Nike Sportswear store shelves to sell, like friends please pay more attention to.

Top British shoe shop Size? And Nike Sportswear following a previously published in cooperation with the 10 anniversary of Lightweight Runners Pack, re-released on 10 anniversary shoes. This time elected to the classic Blazer Mid style, two with orange as color embellishment, white shoes to leather, and the black one is suede are building, and the two most in particular, heel has represented Size? Symbols. It is reported two only a limited 500 double ghost rare number, the Size? X Nike Sportswear 10 anniversary Blazer Mid be on sale in August 21st, at the appointed time to proceed with friends will have a fierce fighting

Earlier the Air Force 1 Hi Foamposite from the public since that won all shoes fans pursued. The double Nike exclusive technology Foamposite materials vamp Air Force 1 Hi was amazing Nike its exquisite footwear technology, the body of the shoe production without seaming craft, with integrated Foamposite plastic film Air Force 1 Hi unique styling draw forming, shoe body in addition to feel very good high quality suede collocation, and the insole and outsole in a transparent material for the details, will be followed by Air Max Unit clearly show, like a pair of shoes cost high precision technology boutique, let all Air Force fans was at her feet. The Air Force 1 Hi Foamposite Nike Sportswear on the specific shops in the sale, want to know Taiwan sells message note tracks.

Nike Sportswear this season in a new design features of the published on Dynasty Hi. Dynasty Hi was first published in 1985, this to today's point of view with a strong retro flavor . The whole shoes most special is five Yan six jade wave form the overall design, and the vamp devil felt belt for one of its characteristics, the shoe body Nike signs with transparent materials, in addition to leather shoes, leather and leather woven Nubuck composition, so that the overall texture more promotion, love with bright lines of shoes for the whole match friends do not miss this pair of beautiful shoes. This new style Dynasty Hi Multi-Dot Pack has been in the global Nike Sportswear store shelves to sell, like friends please pay more attention

Nike Sportswear since the introduction of the popular Air Maxim 1 series shoes this also launched " Omega " brand new color design. Use Air Max 1 series shoes design and Flywire lightweight technology, the color of the shoe body only in black and lime green with presents, and traditional white bottom highlight above design. This shoes will be in late June to introduce the shelves, interested friends may wish to look forward to.

Nike Sportswear launched a new series of summer short tee, new design still maintain Nike Sportswear rich elements of the campaign, as is the crazy football shoes, classic Dunk image and so on a different design, color also have many different choices

Previously you seen Nike Sportswear autumn / Winter 2010 series shoes to open, Nike Sportswear again to publish season new styles. Includes three new color fragment design x Air Zoom All Court, with Lunarlite technology new style ACG Lunarboat military boots, with the design concept of SFB and other popular attention. Jade shoes

Nike Sportswear autumn / Winter 2010 fashion items catalog, believe love series NSW friend must care more about the next season will be listed on the new shoes. In autumn occasion listed shoes includes a total of two new color of the Air Max BW Gen II, Air Max BW classic reproduction, the number of new color set. Air Max 1 by retro shoes fan favorite Cortez Agam shoes, with Air Max Unit Air Force Hi metal vamp material 1 Supreme, three pairs of new color like Air Force 1 Hi will not absent Air Max 90 and Air Max 90 Current Dunk Hi number of the new design is fixed. One of the focus for love on modelling matching shoes friend Nike Sportswear is definitely will proceed with the topic of new, more and more complete follow-up message please lock OVERDOPE.COM tracking reports

[Chinese shoes Network - Brand News] Recently, after 11 months of negotiations with the trade unions to the famous Nike sweatshop forced to pay to Indonesia Banten Province, a Nike factory about 4500 workers what they deserve 100 overtime pay ten thousand US dollars. Some hold that it could trigger a new wave of demand around Indonesia raises, and spread to other international brands factory in Indonesia.

Early in the 1990s, due to open on Nike sweatshops and child labor in overseas and notorious, for which Nike had been forced to make a series of improvements, academia is also the author of some people praised Nike "brand reputation management progress "on. But over the years, Nike in the end how much progress, the Associated Press in July 2011 had revealed that the Indonesian production Converse sneakers (Nike owns the brand) supervision workers said to them throwing shoes, slapped, insulted them is a

dog , pigs and monkeys, the completion of workers called when pressed left standing under the hot sun, and under normal circumstances to the media in such cases the worker will be dismissed.

common methods of transnational corporations against workers 'pay claims, first coalition government of workers' management and education ", the second is the factory moved to poorer regions and poorer countries, including the move to remote location, transportation bumpy, mountainous unions do not exist, these proud of the internationally renowned company plants to escape oversight and reduce labor wages, already he gave his "cottage" of the.

In a certain extent, globalization refers to multinational corporations in the world are running around looking for cheaper labor, they settled in the impoverished region sequence, with the local community to create a standardized product isolation shop locally. People in poor areas is undoubtedly welcome foreign investment and foreign job opportunities, even to endure similar period of primitive accumulation of capitalism exploits slavery in infancy. But globalization means the globalization of capitalist profit not only places, but also means globalization, sweatshop workers' awareness of the rights of information and ideas, experience in growing protests, widespread inflation and yearning for a better quality of life such capital alliance with the government development model (such as the development of Indonesia's Suharto mode) is facing increasing challenges. However, when people in Western countries in the streets against the "1 percent" when "99%" of exploitation and domination, workers in poor countries to fight quite like carnival activities billionaires among its government allies, but the bloody and risky. In Indonesia, Suharto was in power, there are more than labor leaders were found floating dead in the river, more labor leaders were arrested and imprisoned.

As the "Father of the construction of the" Indonesia, Suharto is a staunch ally of Western neo-classical-liberal globalization, his authoritarian rule to become the "law of the market" and "Enterprise Management" rare "good environmental factor". Even in Post - Suharto era, indulging in a global economic powerhouse goals Indonesian government is willing to offer low labor costs, low environmental standards, the investment environment for foreign capital. Capitalists labor as a tool manufacturing profits, "development-oriented government," the workers as a tool manufacturing power. Workers who maims the body and life, it is the paving stones of these ambitious goals.

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