

< p > maybe careful friends as early as seen LOSERS figure, in the just concluded in Tokyo, Japan fashion week, whiz limited part of catwalk models are is appearance LOSERS wearing shoes, then in various journals such as reports of Toms shoes master, samurai kicks, warp, LOSERS with the "arrow" logo shoes like gangbusters fire up. < p > explores to LOSERS behind know this pair of shoes is not simple, LOSERS by the renowned designer sneaker wolf presided, before the sneaker wolf and Nike, new balance and other big name shoes have a collaboration for many times, in the shoe has a considerable wealth of experience.

See LOSERS currently shoes mostly to middle and low help shoes, because the brand has just come out of the cocoon styles is relatively less, but that has been subject to many people sought after and confirmed, in such a good momentum of development, I believe LOSERS will go farther < p >.

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source: LOSERS

NIKE's NIKEiD is a custom service for all consumers, can let customers choose their favorite material, color, but also can be added to their own personality markers, many Nike fans, to participate in the design of shoes. Recently, NIKEiD launched the Safari version of the custom Force Air 1. Nike once the classic elephant skin is used for Force Air 1, also caused no small wave, but with the elephant skin rough texture, Safari texture is more delicate. The new Air Force NIKEiD 1 Safari version will be officially released on April Fool's day in April 1st, interested friends please look forward to it. Source:

[Chinese shoes Network - Brand News] Last night, the well-known sporting goods company Peak (stores) Group 2012 awards ceremony held charity dinner, live to Fortress District Charity pledged 10 million yuan donation, with to set up charitable funds Pick Fortress. This is the New Year, Quanzhou first pen over ten million Yuan Shan gold pledged by Peak Group also accumulated over a billion dollars and added a donation.

Olympic pledged 10 million yuan set up charitable fund

With the variety of wedding celebrations, engage in charitable activities, in recent years has become a common practice in Quanzhou, and donate money to a total of over a hundred million, there are already a number of companies on the list. Last November 14, the Olympic Group has pledged 30 million yuan to Quanzhou Charity again, total money more than 100 million yuan. Peak Group chairman Xu Jing Nan said, "As people get rich first group representatives, Peak supposed to achieve the goal of common prosperity of the Chinese nation and the dedication to a force."

In fact, the Olympic charity, not a single case. Including the Hengan Group, Anta (stores) Group, Lee Lang and other famous spring rate, they are to join the charity, and obtained Fortress Charity sure. "More and more philanthropists have turned charitable trust set up by a professional person to take care of money, to do good as a routine action," Xu Jing Nan believes that charity Quanzhou enterprises are moving towards social responsibility and institutionalized specification development. (Chinese shoes Network - the most authoritative and most professional Footwear News)

;; [Chinese shoes Network - News] PUMA brand in recent years continue to introduce stunning engraved shoes series, at the time to relive the glorious history of the classic running shoes, transformational technology performance it has also been demonstrated. 2014 autumn and winter, one of the most popular classic PUMA shoes XR1 OG 1: 1 replica wonderful struck again.

90 years of the 20th century, in terms of significance for PUMA, sports performance footwear innovation of this period reached a pinnacle at the time, PUMA Trinomic cutting-edge science and technology to go in the outbreak of this technology era, to help lead the industry tens of PUMA year. Lightweight athletics shoes XR1 first released in 1990, according to its special characteristics and track design. XR1 OG With its outstanding design appearance quickly set off a boom in outside the stadium.

PUMA Trinomic science and technology with functional synthetic mesh upper, a great fit, excellent efficacy. This lightweight running shoe with a clear runway signs, places vamp splatter effect decoration. These highly personalized design highlights are one reproduced on XR1 OG engraved version, which shows the designer's care and thought. PUMA CREAM series is designed to be a modern interpretation of its history classic, XR1 OG naturally among them.

PUMA XR1 OG will be held in Beijing Sanlitun PUMA Black Label stores and YOHO has 20 September 2014 limited edition goods online platform. (Chinese shoes Network - the most authoritative and most professional shoe News Media Partners: shoe ; clothing and shoes information.)

Recently, the "foreign shoe brands more" seminar in Beijing wisdom Union brand monitoring center and other units jointly organized entitled "International top brand footwear research report" editor, Mr. Zhao Changbiao famous brand real experts pointed out: "Nike have In fact, there is nothing!" Zhao this view was the participants, especially the footwear business who unanimously agree. Mr. Zhao Changbiao obtained in an exhaustive, in-depth analysis of the management and development model Nike, Adidas, Reebok and many other international brands, and in full recognition of the above brand of "Advanced" After this some "mood" of the conclusions. For some Chinese footwear enterprises are one of the participants, "to testify" have allegedly due to "excessive imitation" of some international brands and "loss of self" danger of the current situation, said Zhao Changbiao Nike are for reference Chinese shoe brand development is great, as peers, moderate imitate perfectly understandable, but it is worthless if you picked up the pace, because to do so "is the self-dwarfing" do, "it is impossible to become a giant, and even can be said to be stupid of." Zhao Changbiao remind the Chinese footwear industry operators, to really want to become bigger and stronger, do not sell ourselves short, can be fully integrated into Chinese culture to the construction of its own brand, a good "China card", to create their own brand core competence, and understand the "internationalization" of the true meaning, be possible to make both Chinese characteristics, but also has international competitiveness of international shoe brands come!

;; [Chinese shoes Network - News] Nike brand new football movie show Neymar lightning speed and agility.

With Neymar return to the game, Nike released by the Brazilian and Barcelona star starred in the movie, the film Neymar wearing the upcoming debut of the new season, new color "poison front" boots. In the movie "MIRRORS" in the Brazilian striker rather creative way to show one of the world's best players make their offensive skills. Neymar flexibility and deadly in front of the sense of smell, combined with his "poison front" boots, as if to make defensive players being in the "magic mirror space" at home. Sometimes, the defensive players seemed to simultaneously defend several Neymar, which is difficult to identify the true body, until Neymar breakthrough goal.

Nike "poison Feng" PHANTOM boots

Nike "poison Feng" Phantom boots in June 2013 in Rio issued by Neymar, the time just before the start of the Confederations Cup. This shoe design philosophy is to create opportunities for the attacking player, which through a series of scientific and technological innovation to help players find the opportunity to break the tight defense of the penalty area.

fit: soft mesh material combination of polyurethane film, more fit your feet NikeSkin Technology use, feel more natural.

touch: ACC Technology ensures optimal ball feeling in dry or humid climates.

grip: discrete outsole with forefoot grip design brings agility to respond quickly. (Chinese shoes Network - the most authoritative and most professional shoe News Media Partners: shoe ; clothing and shoes information.)

In order to stimulate the performance of the new data NIKE + Experience 2013-12-08 22:15:23

Nike will launch June 29 in China Nike + Basketball and Nike + Training experience two kinds of revolutionary movement, it will be equipped by the shoes and interactive mobile application of digital technology combine to create a brand new sport experience. Nike + Basketball by "tracking my game" (Track My Game) mode, measuring the height of the jump athletes in the field, movement speed and combat strength. NIKE + Let the game of basketball shoes to track every movement of information, at the same time

feedback to the user, telling them to get up from where. When one of your goals, Nike basketball athletes and coaches will be encouraged to send a message. "Show" mode the sports performance athletes procedure can be combined with exercise data is recorded into a movie, and then share video content with friends through social networks.

Nike + Training training results can be better reflected in the game. It provides a series of short and compact training program to help trainers become healthier, faster, stronger. Conduct of each training program are displayed through the screen, the formation of the trainers supervision and incentives. Nike + Training through mobile applications, data and feedback for each training or challenge can be transmitted to the trainer's phone. According to the trainer every day want to accomplish training intensity, training programs can be flexibly developed, and the application software is to help train and challenge them to share the results of each day in a digital network community.

;; ; [Chinese shoes Network - Brand Dynamics] Nike fiscal second-quarter net profit growth of 40%. Western Europe revenue soared, North America and Greater China market revenue growth, boosting the performance of the season.

Nike said that, excluding exchange rate factors, seasonal Nike brand overall revenue growth of 9%.

The company said revenue grew 9.2 percent in North America, Western Europe revenue increased significantly by 18%.

Greater China revenue grew 8.1%, excluding foreign exchange impact of an increase of 5%. Earlier this year, Nike said it expects fiscal first-half China market revenue will decline, the second half of fiscal year results stabilized.

Nike brand in the Chinese market, future orders grew 4%, excluding exchange rate impact on growth of 1%. Global Future orders rose 12%, up 6% over the same period last year. Excluding the foreign exchange impact of the global future orders increased by 13%.

second fiscal quarter ended November 30, the Nike net profit of \$ 537 million, earnings per share of 59 cents. Net profit of \$ 384 million, earnings per share of 57 cents a year earlier. Over the same period last year included a loss from discontinued operations of \$ 137 million one.

Revenue increased 8 percent to \$ 6.43 billion.

expected by Thomson Reuters (Thomson Reuters) survey of analysts given 58 cents earnings per share, revenue \$ 6.44 billion.

Gross margin rose to 43.9 percent from 42.5 percent. (Chinese shoes Network - the most authoritative and most professional shoe News Media Partner: shoes famous network ; global fashion brand network.)

< p > is well known, the New York Knicks on small emperor LeBron.James has meant more than a day for two days, even small emperor now has traveled to Miami, even if small emperor has got a championship ring, even if little emperors have become the first person in Miami the. This time, as a sign of the sports brand NIKE LeBron.James do not know what is implied, launched the LeBron VII Christmas/big Apple Nike". In addition, like a little emperor LeBron.James friends who, this pair of shoes is a pair of sample and not available for sale, but still be capable to certain channels into the eBay above.

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