

; In the NBA, in addition to Yao Ming, Reebok company signed another star is one of the most resounding Allen - Allen Iverson, Adidas is the name of a more star-studded, there including Kevin - Kevin Garnett, Tracy - Tracy McGrady, Tim - Tim Duncan, Chauncey - Billups, Gilbert - Gilbert Arenas and the like.

A wide range of French fashion brand Kitsuné Maison, recently invited by Classic Reebok, for the autumn and winter to create a series of joint. Loa Masaya; C and Kuroki Gildas chose to choose their favorite baseball game as the theme, and from the traditional school sent costumes draw inspiration, supplemented by the signature of the fox and Logo Kitsuné, and the Baseball League Classic, bringing a Baseball Jacket, T-Shirt, sports shirt, shorts, hats and tennis shoes, etc.. In addition, gray and red tone of collocation also is to meet the winter atmosphere, is this fall and winter streets of collocation of choice. It is learnt that the new series will be in September 12th, Classic Reebok and Kitsune Maison designated stores, interested friends may wish to pay more attention to!

recently joined the movement around a lot of boys in the army, may really be in the middle of summer with their bodies, and each time the friends asked me what kind of shoes to wear to exercise, I will think of this pair of NIKE Air Presto, Alpha Project as this is classic and popular a popular jogging shoes was born in 2000, the use of Lycra to create the upper fabric air permeability, so that the whole shoe package are very perfect, the Phylon Air Sole followed by the bottom collocation perfect comfort, in the end extending out of the semi transparent TPU is very good for the completion of the heel and ankle wrapped the fixed price is more close to the people, and we choose another of his reasons, either at the gym or in the outdoors is a rare double shoes, white and blue color of the latest is to cater to the summer sun, if you are ready to exercise, take this double Air Presto!

Source:

; April 11, NBA and sports goods giant Adidas has signed a 11-year cooperation agreement, the next 11 years, Adidas will become the official NBA uniform equipment suppliers.

; The total value of Adidas With more than 400 million US dollars contract to replace the many years of cooperation with the NBA Reebok. Beginning in 2002, Adidas to become the NBA's business development partner. And since 2001, the United States well-known sports brand Reebok has provided official uniforms and products to NBA jerseys and so on. To the world sports giant Nike brand to compete, the price Adidas \$ 3.8 billion acquisition of Reebok, the deal also reflects the Adidas has been trying to catch up with the world's largest sporting goods suppliers NIKE's great determination. NBA commissioner David - Stern prove precisely because previous partnership with Reebok, which makes this new partnership has become a foregone conclusion.

; After the two sides announced a partnership, headquartered in Frankfurt, Adidas company's stock price will rise more than 2.9%. This means Adidas shares will be at least \$ 208. In addition, Reebok will continue to be partners NBA overseas markets; and future NBA produced sneakers, Reebok will be printed with the mark. "Associated Press" represents Adidas and the NBA together, is a win-win cooperation, which will Nike constitutes a very big threat.

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The Greyson Gryson [Joy Gryson] brand story:

Country: USA

Create time: 2006

Products: bags, shoes

Author: Joy Gryson Geleisen

The company headquarters in New York: the United States of America

When Joy Gryson like mathematics, dream is to become an architect. After 20 years, Joy Gryson every day in the design, but design bags instead of building. She designed for women than the world famous buildings are more important " IT Bag " .

If in the streets of New York to the women asked the timely 's most popular handbag designer who is, you will be very easy to hear her name. Joy Gryson served in the COACH (COACH) and Calvin Klein (CK), more hot New York brand Mark Jakob (Marc Jacobs) bag, shoe department director of design, to star Sophia Bush (Sophia Bush), Jessiica Biel (Jessica Biel), Hilary Duff (Hilary Duff) and love very bag, and let the whole world fashion trendsetters crazy Marc Jacobs " Stella Bag ", " Sofia Bag " is her work.

In 06 she left Mark Jakob (Marc Jacobs) solo, released his eponymous brand. Gryson bags listed directly into BERGDORF GOODMAN, NIMAN MARCUS and other famous department store merchandise, booking her people lined up.

" New York Times " to " jewelry designer (The Architect of Accessories) " describes her Individual Inc. And said she loved to wear mani (Marni) and Chloe (Chloe) brand, from her elegant style can feel her design flow. The United States of America fashion magazine " bazaar " on her bag praised said: "in the new package of the most creative ". The bag using the Italy calfskin, with fine cutting and pure manual process features, plus the price for other famous brand 50~70%, enough to attract many consumers. ; ; ; [Chinese shoes Network - Brand News September 28 news, Apple is very interested in the development of the wearable device is no secret that, from the point of view of many of the rumors, the company will in the near Future Release "iWatch" smart watch. Technology website 9to5Mac, citing sources reported that Apple hired from Nike wearable device one of the best talents in the field? - Nike design director of the Schaefer (Ben Shaffer).

Nike public relations also confirmed that Schaefer no longer serve on the company.

Schaefer joined Nike in 2011, he led the Nike "Innovation Kitchen" (Innovation Kitchen) to build a popular movement tracker Fuelband and unique product called Flynit lightweight, and fit of the shoe. Under his leadership, Nike has recently been well-known business magazine "Fast Company" in 2013 as the most innovative company.

9to5Mac reported that Shaffer will use his experience to build sports participation Fuelband project tracking Apple's future in wearable devices, but is still not sure what kind of work he will be specifically in apples.

If Apple introduced this year, wearable device, it is almost certain that it may not be enough time to Schafer what impact to the product. Recently, however, there were reports that Apple may be 2014 before the launch of such equipment, which means there is still time Schaefer exert their influence on the product.

Earlier, another member of the Nike Fuelband team, the fitness industry consultant Jay? Blahnik (Jay Blahnik) also has joined Nike. (Chinese shoes Network - the most authoritative and most professional shoe News Media Partner: Apparel Network ; global fashion brand network.)

"Nike + run-up stations" and you work together to conquer the city track 2013-12-08 22:19:49

the evening of July 27, the Nike brand to bring new Nike + running series of products, and Guangzhou famous star Hu Zhijun, Lv Jianjun and other celebrities who love running sports town together, in the Tianhe Sports Center night run activities for global athletes cheer .

In addition, has been committed to running into more humane unique experience of Nike, in the evening also launched "Nike + run-up station" running services. Blue minibus from now until August 12, titled "Nike + run-up station" will stop at the Nike brand experience stores on standby, 24 hours of service to Guangzhou running enthusiasts. On this blue minibus addition to a professional running coach to lead the warm up and relax, impart knowledge running, the car also was runner Storage belongings, ready to drink, energy supply, and is equipped with Wi-Fi and charger Care . More runners can try the car ready for the latest NIKE + running equipment, including NIKE Lunar Glide + 4 and NIKE + SportWatch GPS. Call "Nike + run-up station" very simple, Nike + registered members convened as long as 10 or more runners, call 400-8884-656 hotline, blue minibus will be the fastest start to run the Friends Meeting Place for running the service.

In order to encourage more local people to participate in running sports wholesome, Nike also carry out special running game through the microblogging map, by the above-mentioned Nike + Running application or Nike + SportWatch GPS sports watch set their own running route, perform different tasks, you can get a gift by Nike carefully prepared, please pay close attention "Nike Guangzhou."

; [Chinese shoes Network - Brand Dynamics] if seven years ago, Nike shoes and CLOT cooperation, will be a newer and better designs and then came to Shanghai; if nine years ago in Shanghai triggered skateboard craze NIKE DUNK SB Reproduce rivers and lakes; if JORDAN six years ago to celebrate the opening of a number of Chinese stores designed basketball shoes comeback special section; if the recent rise in the Shanghai Huangpu River running culture, but also through special shoes be recorded. This summer, ten of Nike's most classic, most topics, most shoes Shanghai local culture, along with a special edition T-shirt will be from July 13 through NIKESTORE.COM.CN, Huaihai Nike Nike brand experience stores and designated Retail sale the first week after another in Shanghai.

The sport, culture and urban characteristics into the design, used in the classical and the latest Nike sports shoes, and Shanghai as the first stronghold, which is Nike in this summer to bring my friends teenagers fresh sneakers cultural experience. This ten shoes, from the track to the street, including the classic sports science and technology and equipped with the latest Nike basketball and running shoes, joint cooperation models, JORDAN classic and Nike skateboarding shoes and so on. In order to highlight the cultural characteristics of the city of Shanghai, Nike shoes to join in some of Shanghai's nickname Shanghai, Shanghai urban pop culture and nostalgia of origin "Luwan LUWAN NEVER GONE 310103" design elements.

The first joint cooperation shoes will be played July 13 in Shanghai have new appearance. (Chinese shoes Network - the most authoritative and most professional Footwear News, Media Partners: Apparel IT)

Diamond Supply Co. x Nike SB Dunk High on sale in Europe 2014-02-24 21:07:31

Earlier popular shoes in the domestic and US markets for sale of Diamond Supply Co. x Nike SB Dunk High, I do not know like a friend not to buy, anyway, it is small series did not grab. However, according to the news from Nike official indicated that the shoe will be officially landed in Europe on March 6, the day will be announced through the official Twitter account to purchase links, conditional friends must not miss.

Air Jordan 3 Retro "Wolf Grey" spy again 2014-02-24 20:59:08 exposure this new ; Air Jordan 3 Retro "Wolf Grey" two days after the first exposure, attracting not less Air Jordan fans pay attention, after all, like a friend gray line a few. Recently this new Air Jordan 3 once again exposed a new spy photos and some information, it is learned the shoe will be available in summer 2014, item number ; 136064-004, the exact release date has not yet announced, interested friends please Wait patiently.

Weibo

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New Balance M998 new color Real Appreciation 2014-02-24 21:05:58

Not long ago, a slight blue tint of New Balance M998 once exposure has attracted the attention of countless lost friends shoes, New Balance M998 present this new color has been the major designated shops for sale in a foreign country, which unfortunately is not yet The exact color available information in the country. Like a friend may wish to adopt the latest real shot this group to look at this again to savor the elegance make it.

Nike campaign sink is now the second year in Shanghai detonated, No. 23-26 four days you can experience all kinds of sports events, sports carnivals absolutely. The highlight of this year's NIKE shoes Flyknit but there is a special experience of space, everything you like sports, etc. come to enjoy this innovative shoe charm. ;

Nike invite innovators from different disciplines and cultural fields, to work together for the performance of Nike Flyknit abstract advantage of innovative technologies into concrete practicality structure, a unique way that benefits the global community. Said composition creator Nike Flyknit Collective, they draw inspiration from the Nike Flyknit technology to performance, lightweight, bonded technology, sustainability principles to create, to create a unique space and provide a unique experience, in order to outstanding technology and Nike Flynit global community of tribute. Each innovators are associated with these principles has a unique relationship, they are all extraordinary accomplishments in their fields of expertise, covered areas architecture, modern art, natural sciences, sustainable construction, furniture design and visual arts. They will use from the community workshop at the data collected from the public as a framework for the creation of a work of art. Not able to go to the scene of the students can appreciate this creative space picture.

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