

published in 1985 GL6000, it is Reebok classic casual series trump card series. Cool color scheme, unique reflective details gentle epicenter end design and many other features, make it interesting texture exudes charm, but quickly conquered the fashion people worldwide. 2014 summer, Korea Reebok design team surgeon again, and carefully build a variety of neutral and girls exclusive models GL6000, in those yet very retro style and temperament of color interpretation, began in 1985 "GREAT LOOKS" in Again this summer, highlights the most notable street movement style.

; blue texture fashion has always been a representative, reflective nylon uppers impart a rich blue original single change, for this GL6000 added some Xu Gaogui and mysterious charm, but with the influx of people loved gray scheme, making the whole shoe is more clearly highlight the layering.

simple and extremely wild white tone GL6000, in the sweltering summer, instantly giving a sense to bring a fresh and bright. Bright orange, purple accessories and 3M reflective material edges, can not help revealing the trend of free vitality attitude greatly add points for the overall shape.

; for more and more women retro running shoes lovers, the season GL6000 girls world exclusive article shall be born. Compared to neutral shoes, shoe section dedicated more slender girls, to the greatest extent possible to meet girls visual preferences. Deep dark green and warm gray with camouflage edges, filling in the details lovely, girls interested please pay attention Oh.

; ; 2014 GL6000 series will be held in the summer of July 2014 listed simultaneously in major stores and Reebok Lynx official flagship store.

; ; ; ; [Chinese shoes Network - the consumer market] November 20, 2013, the Chinese e-commerce research center sponsored the "Chinese e-commerce complaints with the rights of public service platform" user received Complaints excellent shopping network, said the quality problems are not returnable.

The following complaints that User Content:

Yang reported seeing excellent shopping network advertising, 100% authentic in Baidu. So on November 10, at the site to buy a pair of Nike basketball shoes 369 yuan, Order No. A631110130558.

excellent shopping network repeatedly promised authentic, ten replacement. 14 basketball shoes sent by EMS express, normal shoes after opening the box, so he wore.

But to wear a couple of days later, suddenly found that there is a place inside of the left foot 1cm not glued, I think that is the case, there is no tube has to wear for a day.

Gradually inside plastic it has been opened, but have also opened the front left side of the rubber.

I went to the Advisory Service, he said let me put the shoes and send them over, can I send them over, they were rejected. Now the shoe was parked in Shenzhen, I do not know how to do.

After receiving the user's complaint information, our staff will be the first time cross-complaint handling and excellent shopping network, as of press time ago, we received a reply, said the site was the receipt of goods after November 20 quality inspection, shipping give the customer cash back, and customer requirements should apply for a replacement. (Chinese shoes Network - the most authoritative and most professional shoe News Media Partner: shoes famous network ; global fashion brand network.)

2009 □ □ 2 19, "Bird's Nest" to usher in the second year of the ox Haruyuki.

; ; ; Recently, the question "Bird's Nest" naming rights related was again filed Beijing media --- Lenovo, Adidas and Coca-Cola three companies are bidding, "Bird's Nest" naming rights, which Adidas is possible to spend 70 million yuan to achieve the nest naming rights. However, on this argument and did not get any official voice of affirmation, before the chairman of the Beijing State-owned Assets Management Co., Ltd. Li Aiqing, taking into account the psychology of the masses can not accept, the Bird's Nest, Water Cube will give up a large part of the commercial operation means, So do not consider let Nest, Water Cube with business title.

; ; ; "The company will soon expand this market research." When asked about the title question, deputy general manager of the National Stadium Co., Ltd. Yang Wei Ying saying it has been updated delivery into, "nest" is China's first use of private forces to build the country since the beginning of the construction of large stadiums, "nest" After the game the way they operate has been a concern of our calculations, optimistic. then, nest, recover costs and profit gradually take at least 30 years, "Yang Wei Ying also said that tourism revenue is currently the largest source of income for the nest, followed by business performance. As the "contractor alone sporting events and visits to ticket sales, basically can not maintain normal operations venues", the sale of naming rights have finally been put on the table. At the same time, Adidas express terms indeed and the National Stadium have been in contact.

; ; ; ; [Chinese shoes Network - Brand Dynamics] Mexican Football Federation and adidas on Friday in Mexico against Panama's 2014 South American World Cup qualifiers released a new jersey Mexican national team, which making Mexico became the first team sponsored by Adidas released a new jersey in 2014 World Cup team. This shirt shows a Mexican fighting spirit ahead of optimism in the 2014 World Cup in Brazil.

The shirts with two-tone green body, forming a unique look, a white shirt detail is shown at the edge of the chest team logo on the sleeve stripes with Adidas iconic Logo, jersey chest before the middle of the rich tradition of the Mexican team logo, showing the strength of this country, passion and pride. .

Thanks to Adidas, technical support, this lightweight jersey joined the adizero technology, but also to become a Mexican striker who

has passed the most lightweight jersey. It combines a number of different techniques to create the jerseys, let the players on the pitch in the fast-paced scraping can keep the body dry and fresh.

For this new shirt, brand director of Adidas, Teodoro Husemann commented: "It is on behalf of the players from various countries to provide the International Competition worn jersey is our pleasure Adidas developed the world's most lightweight. jersey, innovative design, unique materials, for the players to provide the finest quality shirt is our principle and we are pleased to work with the Mexican striker and fans look forward to the advent of the World Cup 2014 "(Chinese shoes Network - the most authoritative Most professional shoe News Media Partner: Apparel Network ; global fashion brand network ;)
< p > you like Nike Air Max 1 friends, now Xiaobian a prepared for the two surprises for everyone to look forward to, Nike following the gyros released run FB Roshe after, two leopard nike air max 1 FB also officially launched.

< p > this put on the market of the Nike Air Max 1 FB have bright orange and blue two color and two colors have strong color and texture, and design inspiration from Nike football series of FC247, shoe body has a smooth classical air max 1 contour. Suede upper is full of passionate leopard, and top lace holes, transparent air cushion and part of the sole were fluorescent green as a foil, the visual impact feeling can be described as full marks! Shoes will be in the near future official visit Sportswear Nike each big designated shop, I do not know you Air Max Nike 1 fans decided to enter the load?

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Union is a famous America tide shop as everyone knows the trend of unit, and Mark McNairy in recent years, the cooperation wantonly gained a very high position, the Union for Mark McNairy Saddle Waxed Country jointly launched the Brogue themselves Mark McNairy, as everyone knows; very fine leather color, by a lot of tide people who love, whether it is American or in Japan, is a big brothers love, this single product is not difficult to make our eyes bright, brown and beige two colors, blue color soles do bounce collocation, the shoes are made from the UK OG Sanders & Sanders " by the shoemaker; Goodyear; Welted" build method, let the quality and texture of the shoes in quality, of course, also released the official website to buy the address, if a friend might like to click the link to buy.

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source: UNION

;;; Chinese shoes network July 30 hearing, Peak Sport (1968) has been actively through the NBA players signed to establish its brand value, on Wednesday also invited its five NBA spokesman held China trip in Beijing opening ceremony, showing new shoes. 5 players in the next one month will visit 18 cities in the Mainland, the Group's brand for publicity. Pick Xu Zhihua, chief operating officer pointed out that Chinese people like to watch basketball, especially a good NBA. At the same time, Americans are 3.6 pairs of sports shoes, but China's per capita is less than a pair, therefore great potential for growth.

;;; Xu Zhihua emphasized signed NBA spokesperson for relying enhance brand quality and attractive purchase its brand of the product, in fact, leisure products group sales more than basketball supplies .

;;; material NIKE cheap refused to fight the market

;;; the market rumors Nike (NIKE) will launch low-cost sneakers to attack the mainland second and third tier cities, Xu Zhihua

believes that Nike changed the brand positioning more harm than good if that possibility is unlikely to do so, but there may be introduced individual style. He also stressed that Nike has lowered the price of last year, but sales did not affect on the Peak.

;; ; about 12 times current earnings Pick, Xu Zhihua think this growth does not match the actual price-earnings ratio should be 17 times to 18 times, or even 20 times. At present, in terms of sales, the Group's market share amounted to 5%. He said the group expected the growth rate higher than the market average of 15-20 percent per year.

Recently, the Chinese well-known Olympic sports brand signed a strategic cooperation agreement with FIBA, FIBA ??sports brand to become partners in Asia, so far, has a monopoly Pick two of the most famous basketball tournament resources, control of the most high-end basketball Olympic event resources become core marketing strategy this year.

with many sports brands do first market to do different brands of conventional path, Pick in the marketing system for a bold and innovative - do first do market brand. In cooperation with the NBA for four years, with the NBA's global influence, in order to obtain a global brand visibility, "PEAK" logo also win the world "fans", to promote the process of foreign markets rapidly.

Pick Xu Zhihua, general manager, said the NBA has to promote the harvest season, in the context of the financial crisis, more consumers will be increasingly high price demands, which is to enter the international market Peak The best opportunities.

Studies have shown that between product quality and brand image significant positive relationship, while quality improvement, its brand image and sales will be a corresponding increase the percentage. Pick continued efforts in product quality, the introduction of the design of well-known designers, product or modern full, or there is a strong Chinese elements, or the perfect combination of both.

21 century is the century brand, marketing is king is an important means of obtaining excellent brand market performance. Xu Zhihua said, marketing is just a tool, the quality of the quality of the market is the more important of the king's arms, only two of the weapon in hand, in order to really win consumers, win market.

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