

Beijing Seth Times Media Culture Co., Ltd.

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Popular contacting adidas Originals ZX Series Special Edition  
2006-12-28 09:33:43 ; Chinese shoes network cnxz.cn ; [source: Tencent] Print ; Close

;;; ZX500 animal version (red and black) ;

;;; [adidas] classic running shoe from 1984, when it is based on a long-distance players identity to enter the market, especially manufactured midsole extends backward, make the wearer to maximize stability. Vamp to spend classic nylon mesh, plus suede uppers make more durable, but snakeskin part of this version is the use of artificial snakeskin, its purpose is to let more people feel the mid-1980s At that time the Hip-Hop Culture.

;;; ZX700 animal version (black and red fluorescent yellow)

This model was first to launch during the summer of 1985, a pair of professional sports specially developed for the long-distance movement running shoes. Professionally designed soles greatly reduce the chance of leg injury, and special shock absorbers rubber soles made considerably more different shock absorption. The shoes are composed of different polymers more affixed to the foot, it can optionally be adjusted according to individual needs as much as possible to improve comfort.

;;; ZX800 animal version (black colored snakeskin)

;;; [adidas] classic sneakers ZX800 first sale in 1986, it is more advanced limited edition sneakers design and development. For the first time more was added to the shock-absorbing midsole and greatly increase the compression capsule, thereby increasing the stability and reduce the impact force caused by the movement, is for those who pursue high-quality research and development of sports shoes and a pair of professional sports shoes. Plus more on the tongue, and adjustable foot comfort regulator, make this pair of running shoes can adapt to any environment.

#### Related news

Ron English x Puma sports players together push "Suede" fifth generation shoes  
2012-08-22 15:36:21 ; Chinese shoes network cnxz.cn ; [source: Chinese shoes network] Print ; Close

Chinese shoes Network August 22 hearing, the Puma re-launched its cooperation with the famous designer Ron English launched the "Suede" series shoes. Ron English can be described as one of the fathers of modern street art, its breakthrough real artistic imagination and use of color eye-opener, but the outstanding artistic collaboration series, but not too much atmosphere but with a relatively low-key colors and material to the performance, Ron English style of art is in the design of its signature and details of the expression. The series has now landed Puma designated retailers.

#### Puma (Puma) Brand Profile:

Puma (Puma) is the world's leading sports brand. Puma (Puma) shoes and clothing is extremely welcome by young people around global hip-hop graffiti culture. Meanwhile Puma (Puma) and Adidas (Adidas) is 1970 and 1980 on behalf of the hip-hop culture. Puma (Puma) have appeal and influence of the first line in the world. Puma (Puma) accompanied Billy into the number one world championship finals foot, accompanied by Baker, tennis players rule the roost in the Wimbledon grass. Cooperation with top athletes and continue to pursue the latest technology to produce the best sports equipment.

1948, the Puma (Puma) by the founder Rudolf & middle dot; Dassler (Rudolf Dassler) was established in Herzogenaurach, Germany (Herzogenaurach). 1986 Puma (Puma) was added in Munich and Frankfurt stock exchanges. Today Puma (Puma) has 3,200 employees, exports more than 80 countries, the company's assets in 2003 reached 1.2 billion euros. For decades Puma (Puma) have been among the key players in the sports world in recent years, combined with a more successful pop / movement, emerged as one of the young favorite brands.

## Related news

;; ; [Chinese shoes Network - Brand News] November 30 morning, hoping to project a lesson Happy Sport --2013 Nike volunteering teacher training opening ceremony at the Jin Jiang Experimental School, held from Jinzhai County 28 centers in more than 60 school physical education teacher, attended the ceremony. China Youth Development Foundation program officer Wei Ping, Capital Institute of Physical Trainer Wangxue Qian representatives attended the opening ceremony.

Hope Project a lesson Happy Sport --2013 Nike volunteering project is funded by the China Youth Development Foundation and Nike Sports (China) Co., Ltd. jointly carry out public projects, scheduled for October 2013 to December in the county to carry out implemented. The project aims to set up a class Project Hope? Happy Sport, help primary school students are expected to learn sports knowledge, but to master useful rule of life and life skills. Before two months, the project was completed volunteer recruitment, training, attracting 22 teams from West Anhui volunteers and Anhui Agricultural University, a total of 109 volunteers to the county 20 Hope primary schools for a period of one months of support teaching activities. This has brought happiness Textbooks team sports teachers, a six-day special training for sports teachers each county hope primary schools. China Youth Development Foundation has been highly concerned about and support the cause of Jinzhai County's Hope Project, organized the training activities, is China Youth Development Foundation to face the new situation and new tasks, Project Hope to broaden the field of education to promote old fast, comprehensive and balanced development of important initiatives, fully reflects the high degree of concern about the county children's sports education. (Chinese shoes Network - the most authoritative and most professional shoe News Media Partner: shoes famous network ; global fashion brand network.)

;; ; [Chinese shoes Network - Brand News] May 4, Reuters reported that Adidas an important investor said, because the company failed to narrow and competitor market share gap Nike, Adidas shareholders may reject support management.

Ingo Speich

Union Investment fund manager told the "Frankfurter Allgemeine Zeitung", " failed to narrow the gap with Nike, he lost confidence in the company's management.

"Even in Germany, in the European market, Nike is also wrest market share from Adidas hands."

Adidas holds 0.89% stake, ranked tenth largest shareholder of a fund investors said Adidas Annual General Meeting on May 8 will be held on, investors may not be customary for management action to give recognition.

"Nike over Adidas positive, in this case, it is difficult to understand why the Supervisory Board will also CEO Herbert? Heiner (Herbert Hainer) contract extension for two years."

Adidas March it was announced that Heiner's term of office ends in March 2017.

Speich said that if management does not change, Adidas 2015 target unrealistic.

Adidas shares fell to a year low last month, but its 2015 sales target of 17 billion euros (\$ 23.4 billion), operating margin target of 11%. Taking into account the 2014 operating margin target level of 8.5% to 9%, and in 2013 the sales fell 3 percent to 14.5 billion euros, the 2015 target is too ambitious.

Adidas March warned that emerging market currencies weaken, especially Russia rupee fall, could affect 2014 results and 2015 targets pose a risk, even though sales may be boosted by the World Cup.

Meanwhile, rival Nike, Adidas being eroded local market in Europe, and challenge the Adidas football market dominance. Nike's 2015 sales target of 36 billion US dollars, compared to the 2013 fiscal year, \$ 25.3 billion has greatly improved. (Chinese shoes Network - the most authoritative and most professional shoe News Media Partners: shoe ; clothing and shoes information.)

;; ; [Chinese shoes Network - Brand Dynamics] Nike today announced the appointment of two key management members. The company said that since June 1, 2015, the former vice president and general manager of Greater China, Nike Shi Binglan (Michael Spillane), will serve as vice president and general manager of Nike global footwear, responsible for leading Nike's global footwear strategy, to president of global product planning and product Nike Jenny? Jackson (Jeanne Jackson) report. Meanwhile, Dong Wei (Angela Dong) will take over Shi Binglan become vice president and general manager of Greater China, the Nike brand president of sales area and Elliott - Hill (Elliott Hill) report, Dong Wei is currently the Nike Greater China CFO.

It is reported that Shi Binglan has over 25 years of industry experience, including Converse and Umbro has served as CEO of the company, in 2012 fñ also oversaw Nike Umbro for Sale.

"fñ insight into the strong business growth in Greater China has played a very important role, which is the best proof of its leadership," Jenny? Jackson said, "We are also looking forward to his new job to continue to promote the development of the footwear business in the global consumer market.

fñ successor, Dong Wei will be responsible for shaping the vision and growth strategy, Nike Greater China - which will continue to enhance Nike's brand while enhancing and consumer contact.

"As an important member of the leadership team in Greater China, with the help of Greater China business continued growth and profitability of the work played a key role", Nike Global Brand President Trevor? Edwards (Trevor Edwards) indicates "Dong Wei outstanding work experience and deep understanding of the Greater China market will be the ideal candidate to help her leadership in Greater China." (Chinese shoes Network - the most authoritative and most professional shoe News Media Partner: Cartelo Shoes ; Red Branch shoes.)

Custom models Nike LeBron 9 appreciate 2014-09-04 12:09:19

black and red color, as indelible classic colors on shoes, When it comes to this color will make people think of that fascinating, "Bulls dynasty," and recently HaveAir ; Customs will thus create a pair of custom colors The same classic shoes Nike LeBron 9, on the use of color in the very successful, red and black did not take each other belong to each other, "brilliant", shoes overall visual impact full.

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Del Toro Alto Chukka latest Camouflage series released 2013-12-08 23:36:29

by designer Matthew Chevallard the popular footwear brand led Miami overwhelmed Del Toro has released a new camouflage themed footwear, shoes still uses the classic ; Alto Chukka for the design blueprint, designer to high quality alligator material to create shoes, brown leather lining places, refill blue, green, two different feelings of military camouflage, with red laces and heel pull the bad, the overall texture is quite good. It is worth mentioning that these two limited edition shoes, a total of only 14 pairs, priced as high as \$ 1,500, most people only enjoy the copies.

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