

In addition, Kappa in sponsorship at the same time, also actively enter the entertainment industry. Kappa and the entertainment industry has a very wide range of contact, from music to television, from the cinema to the conventional celebration, for different entertainment industry made a number of targeted promotional activities. Kappa efforts through the carrier film, broadcast, magazine, Internet communication, try to lead and create fashion trend.

Comply with the laws of the market Kappa brand with the right brand positioning, the Kappa in the world within the scope of business is enjoying rapid growth. The memorable slogan " He who loves me follows me ", make the brand image of Kappa can be improved. And enter the Chinese market since 2002 since its Kappa brand, " brand positioning movement, fashion, sexy, taste " and other market activities, and also make Kappa brand more and more fashionable gens favour.

Kappa brand archives:

Country: Italy

Founded : 1916

Product categories: shirt, sportswear, sports shoes

[Chinese shoes Network] James dunk shot at rival fans is a hot topic, there are no others, James had been deducted videotape it? At least the "little emperors" I do not want this lens is known.

Monday night, on the University of Akron, held at the home of James James Skills Academy, from Xavier University sophomore Jordan? Crawford James dunks completed heads , coincidentally, this scene is just freelance photojournalist Ryan? Miller photographed, James Nike officials called him immediately, then Nike aspect confiscated videotape Miller.

Miller of CBS Sports Network complained: "LeBron will he (? Nike's senior director Lynn Merritt) called him, and he said something I was so aware of his name. Lynn, when LeBron said, 'Hey, Lynn, come here.' In addition to LeBron did not want to let this video circulated on the Internet, I think of any other reason. "

The Nike basketball camp master move party, they dunk on Crawford did not make any comment. Nike representative explained that the tape was confiscated because bullfight performed in training camp without permission to shoot. "Unfortunately, for the first time in four years with two reporters are not allowed to shoot not comply with our regulations," Nike spokesman Kent said on Wednesday. The training camp invitation from the nation's top 80 youth basketball to participate. Miller, like someone that James did not want him to be college players dunk shot spread on YouTube, so he called Nike aspect confiscated videotapes. For this small, James's spokesman did not comment. In fact, NBA players detained is a normal thing, Yao Ming, Howard and Duncan and other stars have been at the head of NBA players dunk before.

Crawford said his dunk occurred within 20 minutes before the game, the game lasted 2 hours, dunk and James did not cause other reactions. "We just play," Crawford said, "and he can play on the same piece of space is exciting thing. I can witness why he was so great."

< br /> to outdoor style as the leading Japanese clothing brand white mountaineering recently to join Adidas originals, together to create the 2015 winter series of shoes. Overwhelmed with pay attention to the outdoor experience as the goal, to Adidas originals ZX flux and Adidas originals Nastase two styles mainly build, black and white ash release three tone. Respectively with breathable fabric with high quality waterproof fabric covering, to be comfortable leathery soles assisted, durable and lightweight, believe that will give a number of outdoor sports enthusiasts foot a excellent protection. It is reported that the new series will be on sale this month on the 19, like a friend may wish to pay close attention to the latest news. (Editor: YOYO)

hot summer, a pair of cool breathable shoes must not be less, but of course, walking on the beach, the beach or in order to be more cool, choose a pair of bright sandals is also very important.

< p > in June, Adidas originals still practices launched a new sandals products in accordance with the, the new including ordinary sandals and pinch flip flops such different design, launched more choices for the different needs of consumers.

same, the design is also the basic main basis of simple easy to take the idea, so the choice of color is also more low-key in black and Originals Adidas classic blue as the main design tone. And in the details of the design, followed by the use of the same as the same as the clover leaf cutting form and the soles of the clover logo combination to let the shoes reveal a strong Originals Adidas breath. And now this series has been sold at the Originals Adidas's designated stores.

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