

adidas Canada Ltd in Apparel and Footwear (Canada)

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Abstracts

Adidas focuses on running and performance apparel and footwear. The company expects these categories to be strong drivers of growth in the future. The four-year partnership between adidas and the Canadian Olympic team signed in 2013 allows Sport Chek to carry the entire collection of 170 items, while Sports Experts and Canadian Tire carry selected items. In addition, adidas plans to strengthen its marketing strategy targeting women and further develop the Reebok brand in Canada.

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