

adidas CR sro in Apparel and Footwear (Czech Republic)

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Abstracts

Adidas will continue to strive to offer cutting-edge technology within sportswear in the forecast period, often linking this to celebrity sportspeople. January 2016 for example saw the launch of its adidas Messi PureAgility Cleats boots, with these featuring an ultra-thin one-piece upper with a Honeycomb structure for increased football control and a tongue-free design with short laces and sock-like fit for clean striking. The company is also expected to continue to invest in sports-inspired...

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