

adidas Hong Kong Ltd in Apparel and Footwear (Hong Kong, China)

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Abstracts

Benefiting from the healthy lifestyle trend and rising consumer spending on sporting goods, adidas Hong Kong Ltd will further expand its offering with improved lightweight and fashionable designs in performance footwear as well as sport-inspired apparel. ClimaHeat Rocket Boost running shoes was one of the major launches in 2014, and new collaborations are expected in adidas Originals. In addition, the rapid expansion in e-commerce also prompted adidas Hong Kong Ltd to leverage different...

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