

Li Ning Co Ltd in Apparel (China)

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Abstracts

As one of the leading sports brands in China, Li Ning continued to deploy the multi-brand strategy with diversified product portfolios to cover multiple segment markets such as Li Ning in footwear and sportswear, AIGLE in outdoor sports goods, Double Happiness in sports equipment and Kason in badminton equipment. On the other hand with the awareness that its loyal consumers are mainly from the younger generation, the company strategically re-positioned its brand image in an attempt to meet...

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