

Nike Benelux BV in Apparel and Footwear (Netherlands)

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Abstracts

Within sportswear, Nike and Adidas constantly find themselves in a neck-and-neck race for first place. Nike invests significantly in product development, which is reflected in its product offer. Recent launches in the Netherlands included the Cristiano Ronaldo Summer 2013 CR7 collection, LEBRON 11, the 11th version of The King's signature honouring a decade of dominance in the NBA and finally the Studio Wrap consisting of a neoprene sock black sole and a set of ribbons, offering a balance...

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