

Nike Ltda in Apparel (Brazil)

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Abstracts

In 2012, Nike announced its expansion plan for Brazil called “Vinte Vinte” (Twenty Twenty”) presenting more aggressive growth measures in order to double its operations in the country by 2020. One of these is the opening of two or three “Brand Experience” stores in São Paulo and another two or three in Rio de Janeiro by 2014. Only 15 countries in the world have such stores, where the Nike mix is showcased in a 1,500 sq m selling space. The first one opened in October 2012 in Ipanema, a high-end...

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