

# Nike Sports Korea Co Ltd in Apparel and Footwear (South Korea)

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## Abstracts

Nike Sports Korea Co Ltd opened the nation's biggest scale flagship store in the Gangnam area in South Korea to market its brands and products in 2014. As its flagship store promotes the latest fashionable products and newly launched products from Nike Sports Korea Co Ltd, it gains more attention from the younger generation. To attract more customers in South Korea, Nike Sports consistently invites famous celebrities to visit its flagship store. As celebrities wearing Nike brands are shown and...

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