

# **Performance Apparel Markets: Business Update, 1st Quarter 2015**

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## **Abstracts**

This report provides information, analysis and valuable insight into developments relating to the performance apparel industry in the following categories: acquisitions, divestments and mergers; corporate social responsibility (CSR); events; financial results; joint ventures, cooperation, licensing and distribution; and new stores. Brands, companies, other organisations and events featured in this report include: Adidas, Bauer Hockey, Berkshire Partners, Black Diamond, Burlington, Columbia Sportswear, Cone Denim, Endomondo, ISPO Munich, Kathmandu, MyFitnessPal, Nau, New Balance, Nike, Perry Ellis International, Puma, PurThread Technologies, Quiksilver, Reebok, Rockport, Timberland, Under Armour, Unifi, VF Corporation and Westex.

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### SUMMARY

### ACQUISITIONS, DIVESTMENTS AND MERGERS

Adidas has agreed to sell its Rockport business to a new entity formed by Berkshire Partners and New Balance

Under Armour has acquired the Endomondo and MyFitnessPal apps and websites  
Endomondo  
MyFitnessPal

### CORPORATE SOCIAL RESPONSIBILITY (CSR)

More brands have committed to the Responsible Down Standard (RDS)

### EVENTS

ISPO Munich took place during February 5-8, 2015, in Munich, Germany

### FINANCIAL RESULTS

Adidas  
Fourth quarter 2014  
2014  
Outlook  
Columbia Sportswear  
Fourth quarter 2014  
2014  
Nike  
Third quarter 2014/15  
First nine months 2014/15  
Puma  
Fourth quarter 2014  
2014  
Outlook  
Quiksilver  
Fourth quarter 2013/14  
2013/14

Outlook  
First quarter 2014/15  
Under Armour  
Fourth quarter 2014  
2014  
Unifi  
VF Corporation  
Fourth quarter 2014  
2014  
Outlook

## **JOINT VENTURES, COOPERATION, LICENSING AND DISTRIBUTION**

Adidas Group will acquire the distribution rights for Reebok brand products in Argentina and Brazil

Perry Ellis International has renewed and expanded its licensing agreement with Nike

PurThread Technologies has entered into a partnership agreement with Burlington relating to the production of fabrics for health care and apparel applications

Westex and Cone Denim have entered into a partnership agreement to develop a range of flame resistant (FR) denim fabrics for workwear

## **NEW STORES**

Bauer Hockey is opening new speciality retail stores

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