

# Performance apparel markets: business update, 2nd quarter 2009

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## Contents

### ANTI-COUNTERFEITING

Authorities in Thailand have seized more than 4,700 counterfeit Columbia Sportswear products

### COMPANY REORGANISATION AND RESTRUCTURING

Adidas will speed up the implementation of its restructuring programme following a 97% decline in net income during the first quarter of 2009

Nike has announced plans to reorganise its brand into a new model consisting of six geographical regions

Nike is planning to reduce its workforce by about 5%

### EVENTS

The Industrial Fabrics Association International (IFAI) Advanced Textiles 2009 conference provided a successful networking platform for 100 attendees

### FINANCIAL RESULTS

Adidas

Outlook

Columbia Sportswear

Nike

Fourth quarter 2008/09

2008/09

### Future orders

Perry Ellis International

Outlook

Puma

Quiksilver

Outlook

Timberland

Under Armour

Unifi

VF Corporation

## **INVESTMENT**

Invista has invested US\$500 mn in correcting environmental violations at 12 of its facilities which were formerly owned by DuPont

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

Adidas is planning to increase its share of the football market in 2010

Asics and Advansa have entered into a partnership to develop a new high performance apparel collection for running

Firestop Chemicals and BR Impex have entered into an agreement relating to the distribution of

Firestop's flame retardant textile products in India

Lee Cooper and Sports Direct have signed a licensing agreement covering the Lee Cooper Sport collection

NanoHorizons has entered into an agreement with Widetech concerning the distribution of SmartSilver antimicrobial additives in Taiwan

Rocky Brands and Garlands have signed a distribution agreement in the UK

TenCate Defense & Tactical has received a US\$13 mn order from Proper International for its Defender M Fabric

## **LEGAL ISSUES**

Sportsfuzion has filed a lawsuit against Nike and the National Basketball Association (NBA) Naismith

Memorial Basketball Hall of Fame relating to a new line of Michael Jordan products

## **MARKETS**

Global sales of sports equipment, apparel and footwear remained at US\$284 bn in 2008

## **MERGERS AND ACQUISITIONS**

Delta Galil has acquired Gibor Sport Activewear

JD Sports Fashion has acquired Chausport

LaCrosse Footwear has completed the acquisition of Environmentally Neutral Design Outdoor (END)

## **NEW STORES**

Adidas has launched its first Originals retail store in Saudi Arabia

Berghaus and Symphony Resources have opened the first Berghaus flagship store in China

## **RESEARCH AND DEVELOPMENT (R&D) FACILITIES**

The Institute of Environmental and Human Health (TIEHH) at Texas Tech University has opened a new laboratory to help researchers to develop protective fabrics

## **TRADEMARK INFRINGEMENT**

Adidas has filed a trademark infringement lawsuit against Payless ShoeSource

## List Of Tables

### LIST OF TABLES

Table 1: Adidas: breakdown of revenues by brand, 1 qtr 2008 and 1 qtr 2009

Table 2: Adidas: breakdown of revenues by region, 1 qtr 2008 and 1 qtr 2009

Table 3: Nike: revenues by geographical region, 4 qtr 2007/08 and 4 qtr 2008/09

Table 4: Nike: revenues by geographical region, 2007/08 and 2008/09

Table 5: Timberland: revenues by product category, 1 qtr 2008 and 1 qtr 2009

Table 6: Timberland: revenues by geographical region, 1 qtr 2008 and 1 qtr 2009

Table 7: Under Armour: revenues by product category, 1 qtr 2008 and 1 qtr 2009

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