

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

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### **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

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