

Performance apparel markets: business update, 3rd quarter 2009

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Abstracts

In the area of corporate social responsibility (CSR), Intersport Finland, Halti and the Finnish Red Cross have completed a scheme for collecting and redistributing used outdoor jackets. Also, Puma and Timberland have published reports on their CSR initiatives in 2007 and 2008.

In announcing their financial results, a number of companies have reported growth in sales -- including Puma (up by 1%) and Under Armour (up by 5%) -- but the majority of companies have reported declines, including Unifi (down by 26%), Perry Ellis International (down by 18%), Columbia Sportswear (down by 16%), Timberland (down by 14%), Nike (down by 12%), VF Corporation (down by 11%) and Adidas (down by 3%).

Blacks Leisure Group has announced plans to restructure its operations. As part of the plans, it will close 89 stores and reduce the workforce at its head office by 20%. P2i, on the other hand, is investing, having secured funds to support the commercialisation of its ion-mask technology and international growth.

In joint ventures, cooperation, licensing and distribution agreements, Adidas and Union of European Football Association (UEFA) have extended their partnership agreement to 2017. Berghaus has signed a distribution agreement with Eccezione in Taiwan and established a new subsidiary in Japan while Gathering Storm has signed an agreement to manage Skins' operations in the USA. Perry Ellis International, meanwhile, has signed licensing agreements with Pierre Cardin relating to Pierre Cardin branded sportswear for men, with Millennium Apparel Group (MAG) relating to the Jantzen brand, and with Innovative Fashion Group (IFG) relating to the ProPlayer brand in the USA.

In mergers and acquisitions, Charles Parsons has acquired Line 7 while JD Sports Fashion has acquired Canterbury Europe.

New stores have been opened by Columbia Sportswear in the UK, by Intersport in Kuwait and by Mountain Hardwear in Japan, and Adidas has plans to open 90 stores in India.

In online retailing, Columbia Sportswear has launched an online retail store for US consumers while Helly Hansen has entered into an agreement with GSI Commerce to open Helly Hansen online stores in 19 countries.

In other news, Fédération Internationale de Natation (Fina) has announced new rules for performance swimwear worn by competitive swimmers and a bill has been introduced in the USA which aims to eliminate tariffs on US imports of recreational performance apparel.

Contents

COMPANY REORGANISATION AND RESTRUCTURING

Blacks Leisure Group will close 89 stores and reduce the workforce at its head office by 20%

CORPORATE SOCIAL RESPONSIBILITY (CSR)

Intersport Finland, Halti and the Finnish Red Cross have completed a scheme for collecting and redistributing used outdoor jackets

Puma has published a report on the performance of its corporate social responsibility (CSR) efforts in 2007 and 2008

Timberland has published a report on the performance of its corporate social responsibility (CSR) efforts in 2007 and 2008

FINANCIAL RESULTS

Adidas

Second quarter 2009

First half of 2009

Columbia Sportswear

Nike

Future orders

Perry Ellis International

Outlook

Puma

Second quarter 2009

First half of 2009

Quiksilver

Outlook

Timberland

Under Armour

Unifi

Fourth quarter 2008/09

2008/09

VF Corporation

INVESTMENT

P2i has secured funds worth ?4.1 mn (US\$6.7 mn) to support the further commercialisation of ionmask and international growth

JOINT VENTURES, COOPERATION, LICENSING AND DISTRIBUTION AGREEMENTS

Adidas and Union of European Football Associations (UEFA) have extended their partnership agreement to 2017

Berghaus has signed a distribution agreement in Taiwan and has established a new subsidiary in Japan

Gathering Storm has signed an agreement to manage Skins' operations in the USA

Perry Ellis International and Pierre Cardin have signed a licensing agreement relating to Pierre Cardin branded sportswear for men

Perry Ellis International has signed licensing agreements relating to its Jantzen branded swimwear and its ProPlayer branded athletic apparel and performance underwear

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