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More than shoes: Nike navigates
complicated twists in track

Just a decade ago, in 2011, roughly 84% of Nike brand sales (pdf ... it deems “undifferentiated” shops that lack a strong identity or don’t offer Nike a different customer than it reaches ...

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dramatically

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From ugly Nike uniforms to nonstop promotion, the MLB All-Star Game wasn't about the game at all | Jones

Michael Avenatti, 50, was sentenced in a Manhattan federal court on Thursday for trying to extort Nike for \$25 million.

Michael Avenatti is sentenced to 2.5 years in

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prison for Nike extortion

Global sportswear brand, Nike announced the launch of its app in a continued bid to accelerate its digital transformation in Southeast Asia and India (SEA&I).

Nike launches app to accelerate its digital
run in SE Asia & India

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Branding and Identity Guidelines

As secondhand fashion gains more traction

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among consumers, digital resale platforms have emerged in full force. Platforms like Depop, Farfetch, Poshmark, and The RealReal are not only posting record ...

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so they ' re not just for the likes of Nike and

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inside a huge, global company like Nike can be tricky. You want to align with the [...] ...

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More whimsical than Nike ... girl brand Glossier. Years ago, I came across the @outdoorvoices gridlay of minimalist

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heathered workout clothes, employee yoga breaks and unedited models who were proud ...

Confessions of a failed brand ambassador
Created in collaboration with Turquoise Branding. We conclude our article series with London-based agency Turquoise

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Branding, centred around branding in esports. For those who are unaware, Turquoise ...

Turquoise: Esports branding for monetisation

This week, Felix announced she is starting her own brand ... world. Nike ' s Vaporfly

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led World Athletics to invest heavily into a study that forced it to put out a set of complicated guidelines ...

Nike 's dominance in track and field draws scrutiny over influence, gender equity

Nike 's Pride Month collection ... of the LGBTQIA+ community. Plus, the brand is

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lending its platform to those that are
advancing conversations about identity. Gia
Parr, Bretman Rock, Ludmilla ...

Nike 's Pride Collection Is Celebrating the
Wide Spectrum of LGBTQIA+ Orientations
As India enters its 100th year of participation
at the Olympic Games this July, Thumbs Up

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has set out to celebrate the historic feat and salute the real heroes – the athletes who overcame tremendous ...

Thums Up's Olympics 2020 campaign celebrates hope and resilience

This week, Felix announced she is starting her own brand ... world. Nike's Vaporfly led

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