

市場環球概覽

30 / 01 / 2026

SPORTS BRAND



CHEVIGNON
FRANCE

GEOX
THE SHOE THAT BREATHES

asics

**THE
NORTH
FACE**



Hush Puppies®
We Invented Casual®

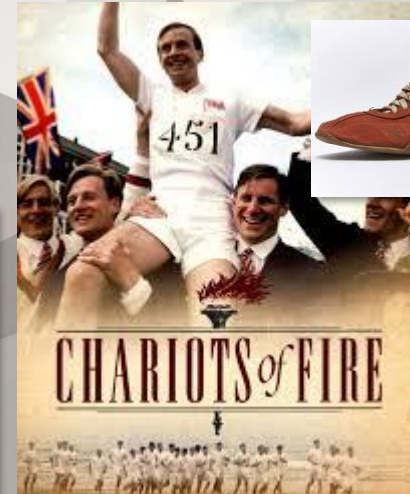
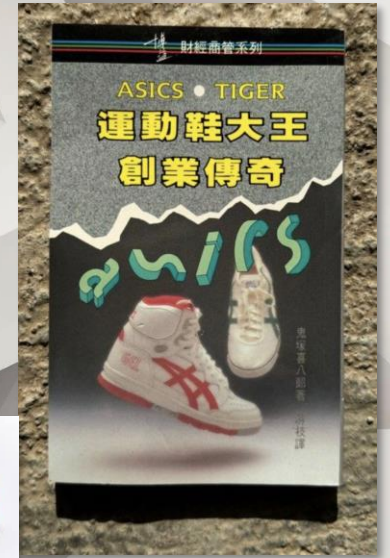
M
MERRELL

ST
SERGIO TACCHINI

Reebok

A BRIEF HISTORY

- Reebok (est. 1895)
- Adidas (est. 1948) vs Puma (est. 1948)
- Asics Tiger (est. 1949) vs Nike (est. 1971)
- Sergio Tacchini (est. 1966)
- The North Face (est. 1966)
- Chevignon (est. 1979)
- Merrell (est. 1981)
- Caterpillar Shoes (est. 1991)
- ON (est. 2010)



DO YOU KNOW.....

- Reebok ?
- Nike ?
- Asics ?
- The North Face ?



“Anima Sana In Corpore Sano”

鞋行術語

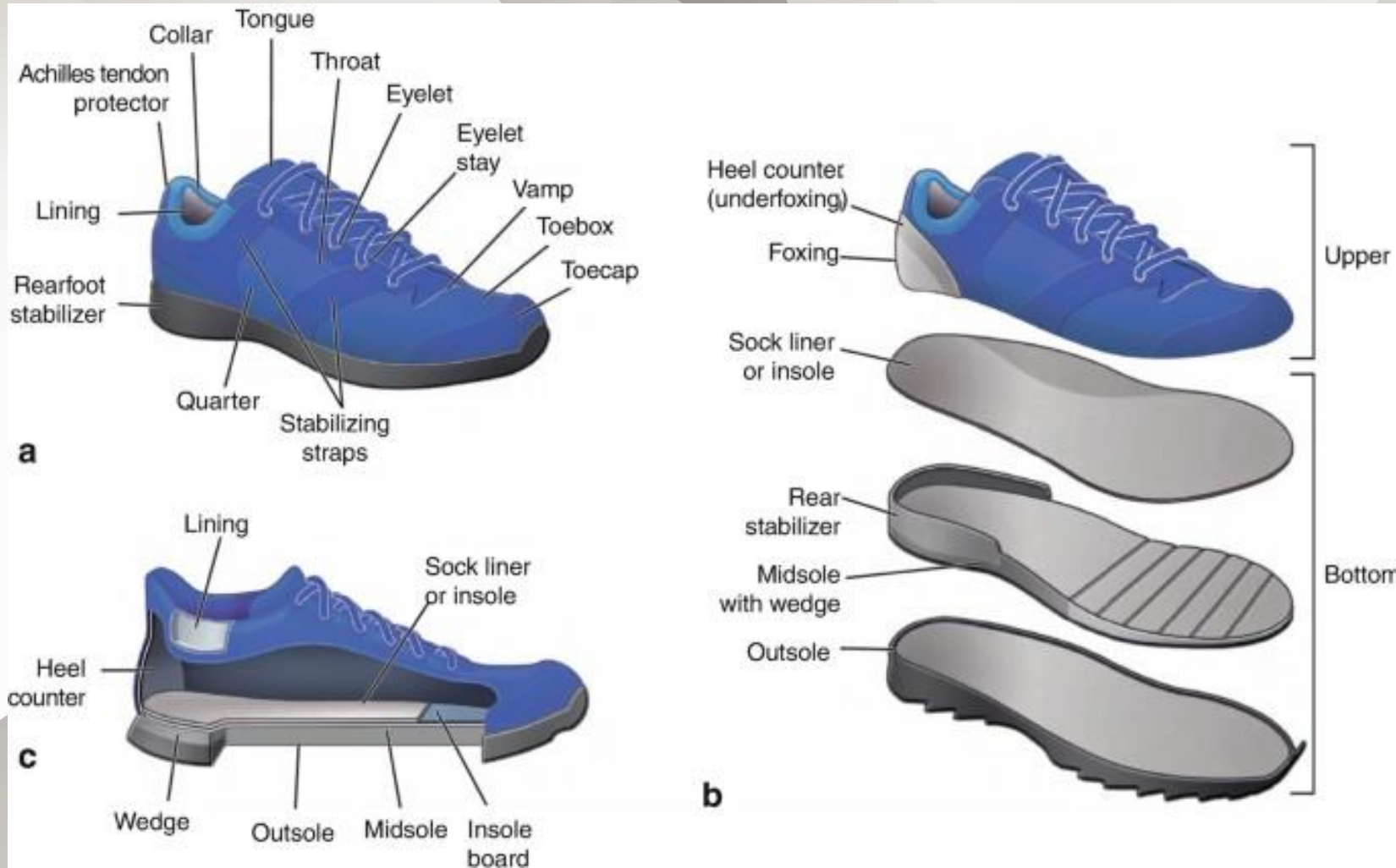


波鞋街部份術語

一	二	三	四	五	六	七	八	九	十
▼	▼	▼	▼	▼	▼	▼	▼	▼	▼
丁	元	王	叉	仔	共	也	分	尤	平

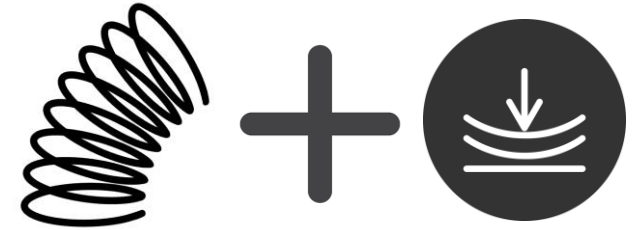
尺碼▶	孖二	客人	▶	攞
半碼▶	仔	店員朋友▶	星四	
價錢▶	科	美女	▶	登四

SPORTS SHOES BASIC STRUCTURE



- Upper 鞋面
- Insole/Sock liner 鞋垫
- Midsole 中底
- Outsole 大底

COMFORT vs HEALTH vs PERFORMANCE



Running on the
beach

very comfort but
very slow

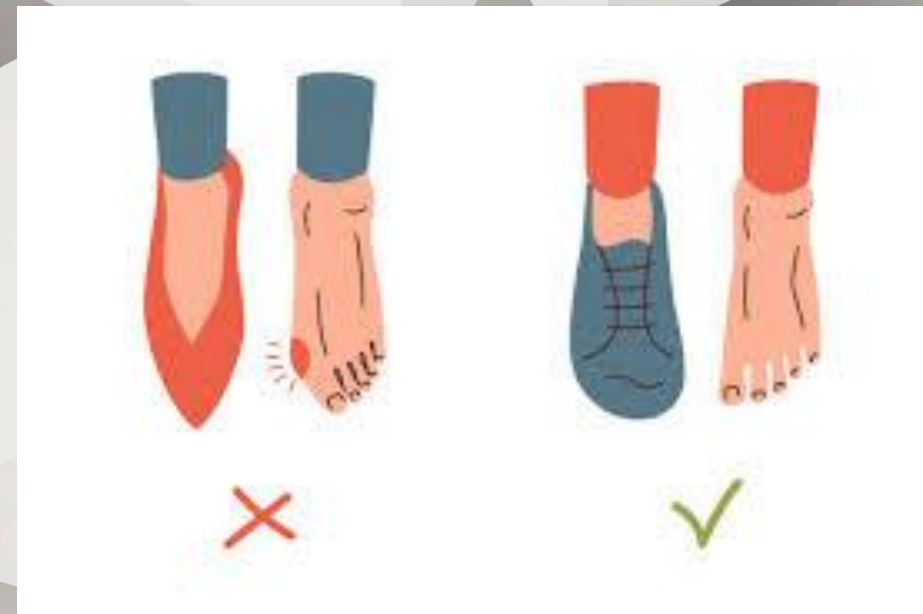
Running on
wooden floor

fast but not so
comfortable

Energy rebound +
shock absorption
=
balance of comfort
& performance

BAREFOOT

- ❖ 赤足，顧名思義，是指不穿鞋行走，或穿著模擬赤足感的鞋款。這種行走方式模仿人類在未穿鞋時的自然步態，讓雙腳與地面直接互動。





A SOUND MIND IN A SOUND BODY

健全的精神建基於健康的身體



THANK YOU