

The background features a dark grey field with several stylized floral motifs. In the top left, a red flower with thin, radiating lines is partially visible. A large green flower with thick, radiating lines is in the bottom left. A large grey flower with thin, radiating lines is in the top right. A smaller red flower with thin, radiating lines is in the bottom right. A circular red object with a white outline is in the bottom right. A central horizontal band with a light grey, textured background contains the text. The text is in a bold, black, serif font.

ITEM BRANDS

ADIDAS

- Adidas AG (German: [adadi das]; stylized as Adidas since 1949 [3]) is an international company that produces sportswear, shoes and accessories. It is the largest sportswear manufacturer in Europe and the second largest in the world after Nike. [4] [5] It is the holding company for the Adidas Group, which consists of Reebok and Runtastic. Adidas ' revenue for 2018 was 21.915 billion euros[6].

adidas®





ADIDAS

- Shortly after the First world war, in the early 1920s, the Dasslers decided to organize a family business — Shoe making. The first products of the Dassler family were home Slippers and orthopedic shoes for training disabled athletes (of which there were many after the war). The material for them was decommissioned military uniforms, and the soles were cut out of old car tires. The main role in this family business was played by the brothers Adolf (ADI) and Rudolf (Rudy) The dasslers, in 1924 they officially registered the "Dassler brothers Shoe factory" ("Gebrüder Dassler"). Two brothers with opposite personalities complemented each other — Adolf is a calm and balanced producer, while Rudolf is an active and sociable salesman[7]
- In 1925, Adolf invented and sewed the world's first football boots with spikes. The football model proved to be comfortable and, together with gym Slippers, became the main product of the Dasslers. The demand for their shoes was so great that in 1926 they were able to build a factory that employed 25 people and produced up to 100 pairs of shoes a day. In 1928, the brothers' spikes, developed together with Joseph Weitzer, received a patent from the German Bureau. At the 1928 summer Olympics in Amsterdam, the brothers' shoes first appeared in major sporting events. At the 1932 Olympics in Los Angeles, German Arthur Jonat, competing in Dassler shoes, came third in the 100 meters. This was the first major success of an advertising campaign based on collaboration with athletes[7].





ACTIVITY

- Концерн adidas имеет всего две собственные фабрики, одну в [Германии](#) и одну в США. Почти вся продукция производится 130 независимыми компаниями-партнёрами, у которых в общей сложности 289 фабрик; из них 71 % находится в Азии, 18 % в Америке, 6 % в Африке и 5 % в Европе.

