



Clipping



Assessoria ()

Espontânea (x)

LPP/FFP ()

Data: 27/11/2014

Veículo: Fashion Mag

Cidade: Londres

Assunto: Reebok compra LUTA

Seção: Geral

Pg: -

The screenshot shows the FashionMag.com website interface. At the top left is the FMAG logo. Below it are navigation links for FJOBS, FMAG, and FNW. On the left side, there is an 'ACCESS YOUR ACCOUNT' section with input fields for 'Your e-mail' and 'Password', and an 'OK' button. Below this are links for 'Forgotten password' and 'Newsletter subscription'. A 'NEWS' section lists categories: Fashion (3812), Sport (741), Trade shows (450), and Retail (4220). The main content area features a breadcrumb trail 'News > Sport' and the date '27 November 2014'. The headline reads 'Reebok acquires boxing and martial arts brand Luta'. The article text states: 'Reebok (Adidas group) has just acquired London-based Luta Sportswear, a brand specialised in boxing and the martial arts. Founded in May 2011, it offers boxing gloves, shorts and other training apparel.'



Fight for Peace Academy in London

This acquisition, with the group declining to comment on how much has been invested, takes place at the same time that Reebok has also signed a long-term agreement with Fight for Peace, a non-profit organisation created in 2000 by Like Dowdney, the founder of Luta.

Luta thus donates half of its sales profits to the organisation which, by bringing together boxing, martial arts and education, is committed to young people living in violence-afflicted communities.