

Stefon Davis  
BUF 1101  
Professor Tung  
March 2, 2017  
WIR #4

Reda, S. (2017, March). Under parker nike integrates brand service and commerce. *National Retail Federation*. Retrieved from <https://nrf.com/news/under-parker-nike-integrates-brand-service-and-commerce>

Mark Parker has been designing sneakers for several years, first at a little company then later on at Nike. Over the years Parker has increased innovation and growth to the Nike brand. Nike is growing so much that they have new partnerships with the NFL, MLB, and the U.S. Olympic committee, they will also be supplying the clothes for the NBA this year. In an interview with NRF's Susan Reda, Parker states that his role at Nike is too short to list the big ideas that will make the most impact for the business and clear the path for creativity (Reda, 2017). Parker's decisions can lead up to a collection of different points of view and experiences, which is significant in determining the behavior of the consumer.

Parker states how Nike has developed new tools such as digital knitting, sensing textiles, 3D printing and generative design. (Reda, 2017). Nike is becoming more personal with customers, which is great and very effective in consumer trends. Customers want to feel as if they have a say in what is new and trendy. Nike has developed their first adaptive product, the HyperAdapt 1.0, a sneaker that provides a custom fit for every foot. I think that these will be very pricey because this is the first sneaker that ties up the laces for you.

Things like this makes me think of the possibilities coming up next, maybe self fitting shirts or pants. During the interview, Reda talks about Nike's channel called the DTC, which connects digital and physical retail. The channel was made initially to integrate the brand, service and commerce for consumers. With new developments people will be able to test out products in

the Nike + trial zones, book appointments with trainers and stylists. This method is very effective in digital and physical retail.

Mark Parker's multi-talented mindset has helped push Nike's brand to another level. His goals and methods are relevant to the overall business of fashion today because many brands strive for enhancements that help brand awareness. Mark was able to make the relationship between the brand and its customers grow. With all these interactive products, the customers will always have their own personal interest in the product that they helped design. Once you give them the opportunity to be a part of something major like production, the value becomes priceless.

One thing that I learned about Nike is that they know their target market real well. They know to be innovative and keep the customers rolling in.. Nike knows what their customers are looking for; the different styles, colors, and textures. This news is important to the fashion industry because it shows how much new technology is being put into fashion.