



# ASIA CORP NEWSLETTER

December 2024



## SEASON'S GREETINGS

Thanking you all for a year of great collaborations and wishing for a prosperous New Year



## APAC TO DRIVE GROWTH

Asia Pacific region is expected to drive the global Sportswear Industry growth in the next 5 Years



## CARIUMA: RIDING THE WAVE

Together with AsiaCorp, CARIUMA is shaping the future of skate and surf-inspired footwear in Asia.



## EXPANDING OUR PARTNER NETWORK

AsiaCorp is delighted to introduce our new Associate Partners

# SEASON'S GREETINGS



Dear Friends, Clients, Business Partners, and Network,

As 2024 draws to a close, we take this moment to reflect on a year defined by growth, innovation, and meaningful collaborations. In a rapidly evolving world filled with opportunities, your trust and partnership have been the cornerstone of our shared success. For that, we are deeply grateful.

Looking ahead to 2025, we are filled with excitement and ambition as we continue to explore new possibilities together. With your support, we aim to deliver even greater value, drive impactful solutions, and achieve excellence in everything we do.

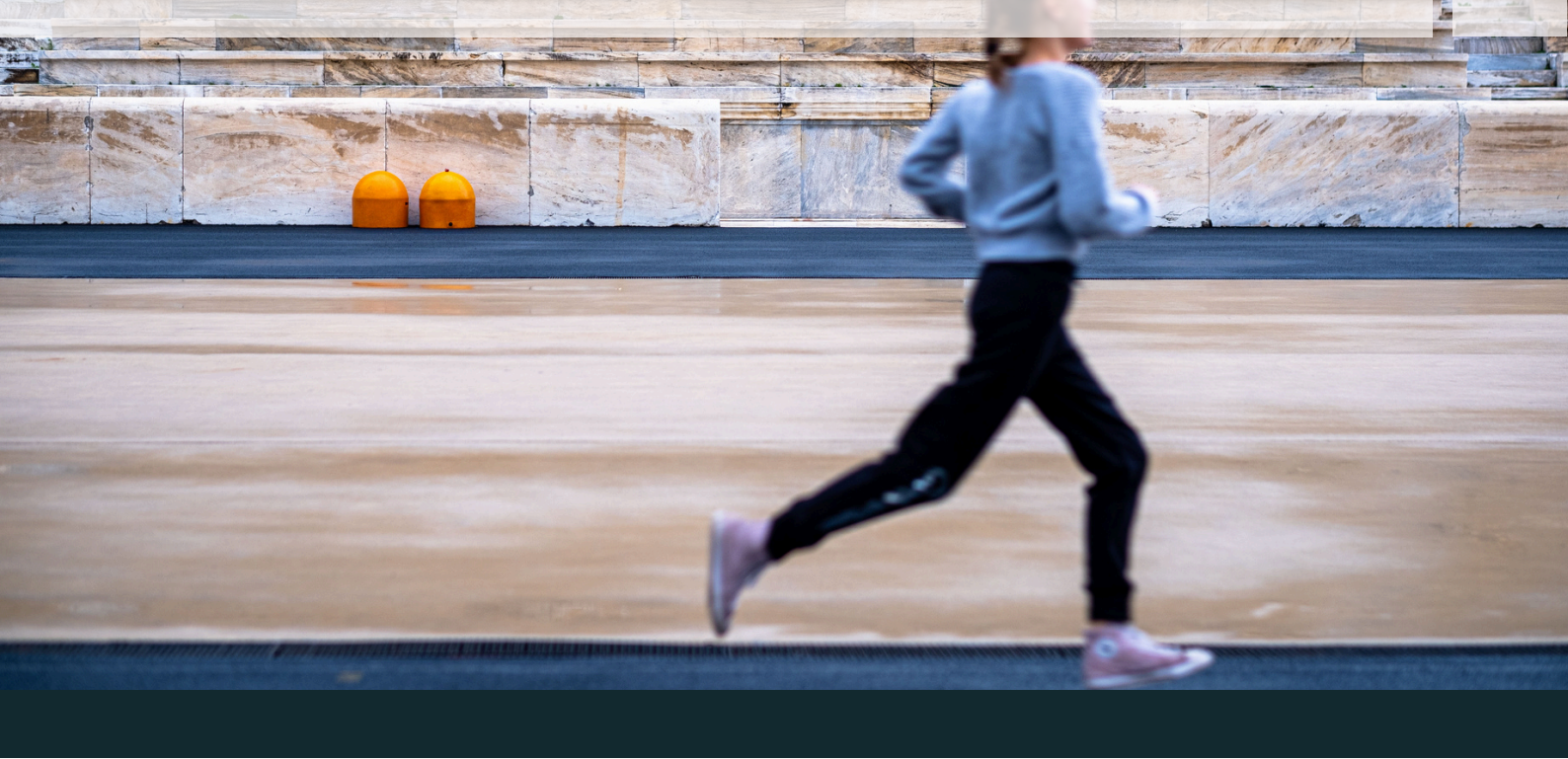
We look forward to working with you to create new milestones and shared achievements in the coming year. Wishing you, your families, and your teams a joyful holiday season and a healthy, prosperous New Year.

Thank you for being an invaluable part of our journey.

Warm regards,  
The AsiaCorp Team



# APAC TO DRIVE GLOBAL SPORTSWEAR INDUSTRY GROWTH IN 5 YEARS



The global sportswear market is expected to grow at a compounded annual growth rate (CAGR) of 6-7% between 2024 and 2028, driven by rising demand, product innovation, and easing inflation pressures.

The Asia-Pacific (APAC) region is set to remain the primary growth driver, supported by a growing middle class and widespread adoption of global trends like streetwear and athleisure. China is the largest market in the region, with a forecast CAGR of 7-8%, although India is expected to grow slightly faster.

## Industry news at a glance:

- **APAC Growth:** Fastest-growing region, led by China and India, with a focus on streetwear and domestic brands.
- **Competition:** High competition from local (e.g., Anta) and newer brands (e.g., OnRunning, Hoka) challenges established players like Nike and Adidas.
- **Consumer Trends:** Shift toward direct-to-consumer channels and increased focus on sustainability with eco-friendly materials.
- **Market Outlook:** Major brands like Nike and Adidas are expected to grow at low-to-mid single digits in 2024-2025 due to soft consumer demand.

# CARIUMA: RIDING THE WAVE OF SKATE AND SURF CULTURE IN ASIA



CARIUMA is a sneaker brand rooted in the vibrant world of skate and surf culture. Founded in 2018, the brand has rapidly gained global recognition for its authentic connection to the lifestyle it represents. A B-certified company, CARIUMA stands out for its focus on sustainability and ethical practices. The brand's organic celebrity endorsements and deep roots in skate and surf culture have fueled its impressive expansion.

With over 800 points of sale in more than 70 countries, nearly 1 million Instagram followers, and a community of 200+ professional surfers and 150+ skaters in its ambassador program, CARIUMA has firmly established itself as a global player.

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Associate Partners

## David von Gunten

Geneva

- Mr. von Gunten is a veteran leader in the luxury industry, known for crafting and executing strategic growth initiatives for iconic global brands.
- For over two decades, he has successfully led the transformation and growth of brands like Omega, Audemars Piguet, and Christian Dior, notably tripling Dior's Asia-Pacific business during his tenure.
- Based in Switzerland, Mr. von Gunten excels in international business development, brand equity building, and client engagement strategies, with expertise spanning the automotive, fashion, and watchmaking industries.



DIOR ROGER DUBUIS  
OMEGA AUDEMARS PIGUET

## Andreas Kurz

Los Angeles / Tuscany

- Mr. Kurz is a seasoned executive specialising in Global business expansion, M&A and Executive Search.
- For over 40 years he has been instrumental in driving change and scaling businesses in the fashion, sports and wellness industries, with a focus on Asia-Pacific.
- Based in Los Angeles and Tuscany, Mr. Kurz is a recognized expert in international business development, connecting brands with top-tier partners for distribution, licensing, and franchising.
- He holds strong relationships with ownership and C-level executives to help brands find ideal investment partners or talent.



lululemon RALPH LAUREN HUGO BOSS  
VERSACE TOMMY HILFIFER DIESEL

# CR7 IS EXPANDING INTO CHINA

# CR7



AsiaCorp has successfully partnered with CR7 Cristiano Ronaldo for over 5 years. After a promising launch in Thailand, AsiaCorp has now secured Master Distributor in China for CR7. We are currently looking for distributors in Japan, Malaysia, Singapore, Indonesia, Taiwan, Philippines and Australia.

## WE ARE CURRENTLY CONTRACTED WITH BRANDS SUCH AS



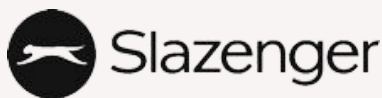
LUHTA



G-STAR RAW



MANORS



DUCA DEL COSMA



World Traveller

Marc O'Polo