



We attended the Grand Opening of Li-Ning at Plaza Singapura

Description

I remember Li-Ning as a Chinese brand that makes badminton rackets. So when my colleagues told me that we were invited as media to the Grand Opening of Li-Ning at Plaza Singapura on the 18th of October, I found it strange that Li-Ning would want to place a store at a major shopping mall along Orchard Road.

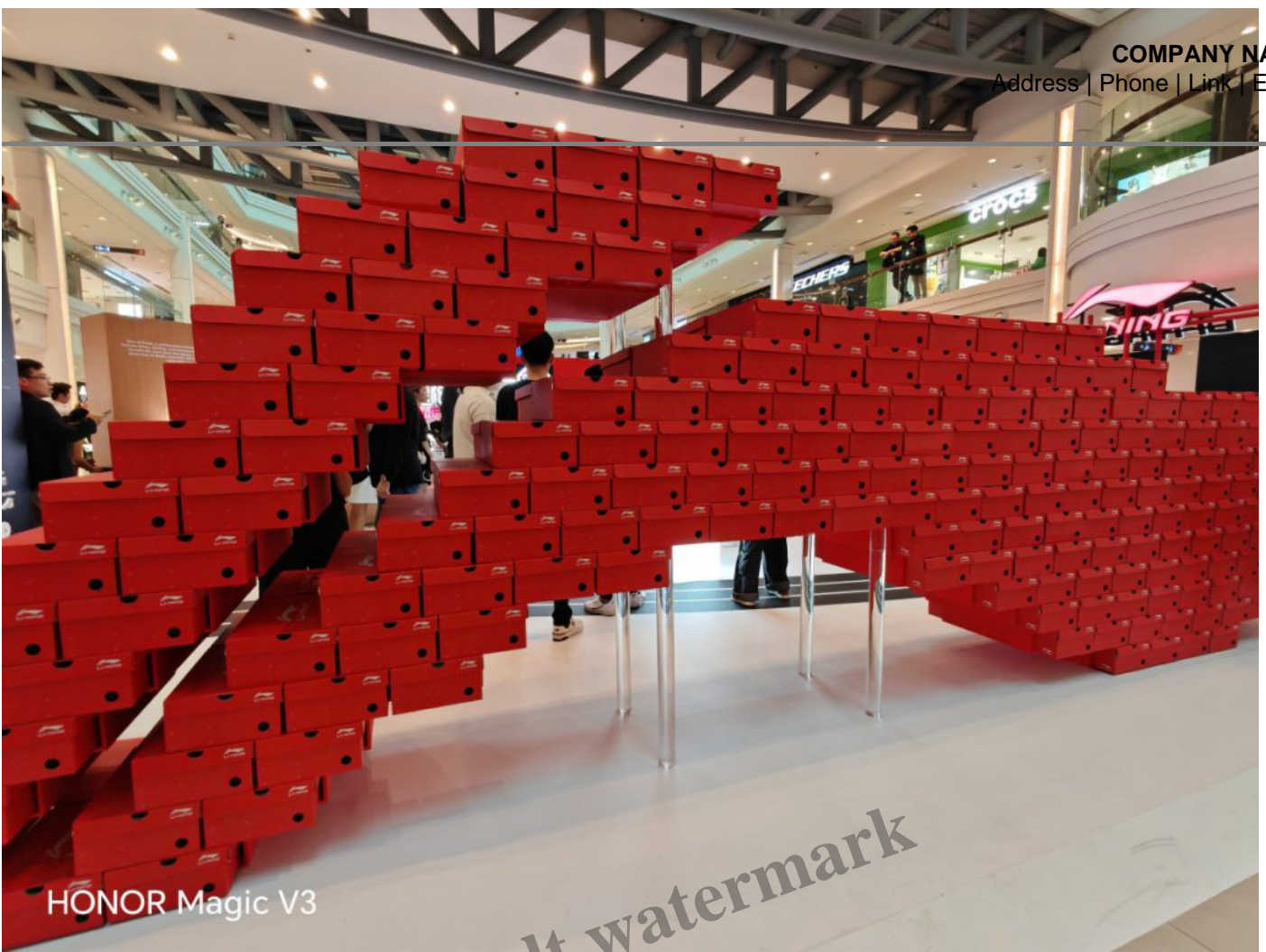
“Would it not be better for them to have a flagship store at Queensway Shopping Centre?”

That was what I retorted when I was told we were attending the event.

To me, Li-Ning was an alternative, well in my defence a good alternative, to Yonex.

How wrong I was...

This was at the Plaza Singapura Atrium. For starters, there was no badminton section.



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Apparently, while I was unaware, Li-Ning is now a sporting brand that encompasses many disciplines.

Running for starters. This looks familiar and reminisces of a certain shoe from a big brand. I think most running shoes are starting to gravitate towards a certain style.



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Shoes also have tech...

GET TO KNOW LI-NING SHOE TECH

Timeline of Li-Ning Shoe Tech:

- 1990: BOUNCE
- 2004: CUSHION
- 2006: BOW
- 2011: ARC
- 2012: TUFF OS
- 2014: LI-NING CLOUD
- 2016: SAS
- 2017: SHEAR REDUCTION
- 2018: RE-FIT
- 2019: LIGHTFOAM
- 2020: BOOM
- 2021: JIANG
- 2022: GCR LOC
- 2023: LI-NING CLOUD PLUS, GCU -BASKETBALL, DUAL-STAGE ASSIST CURVES, GCU -RUNNING, APEX PROPULSION, POLY ARMOR, LIGHTFOAM PLUS, LIGHTFOAM ULTRA, XTRM-BOOM FIBER, BOOM FIBER, CARBON CORE DRIVE SYSTEM, SUPER BOOM
- 2024: BOOM FIBER

Carbon Core Drive System
- an innovative structure tech to optimise basketball performance
- Vertical Jump **3.8%+** Approach jump **4.1%+** Take-off Velocity **12%**

DUAL-STAGE ASSIST CURVES
- an unique two-stage drive system specifically for marathons
- Running Economy **8.4%+**

JIANG
- the midsole material+structure innovative tech
- Rebound **27%+** Shock Absorption **26%+** Running Economy **3%**

GCU (GROUND CONTROL UNIT)
- innovatively achieving "both anti-slip and wear-resistant" on outsole
- Running Slip Resistance **50%+** Basketball Slip Resistance **32%+**
- Wear Resistance **5X+**

SUPERBOOM
- superlight midsole material tech, with density over 0.07g/cm³
Weight **30-50%+**

XTRM-BOOM FIBER
- achieving "cutting resistance, high strength, and super abrasion resistance based on BOOM FIBER features
- Strength **700%+** Abrasion Resistance **240%+**

**Data from Li-Ning sports Science Research Center*

Another revelation is that Li-Ning is huge on basketball.



Judging by what I just shared, I do not think that I would have fared well in this test. Whatever the case, I did not attempt it!

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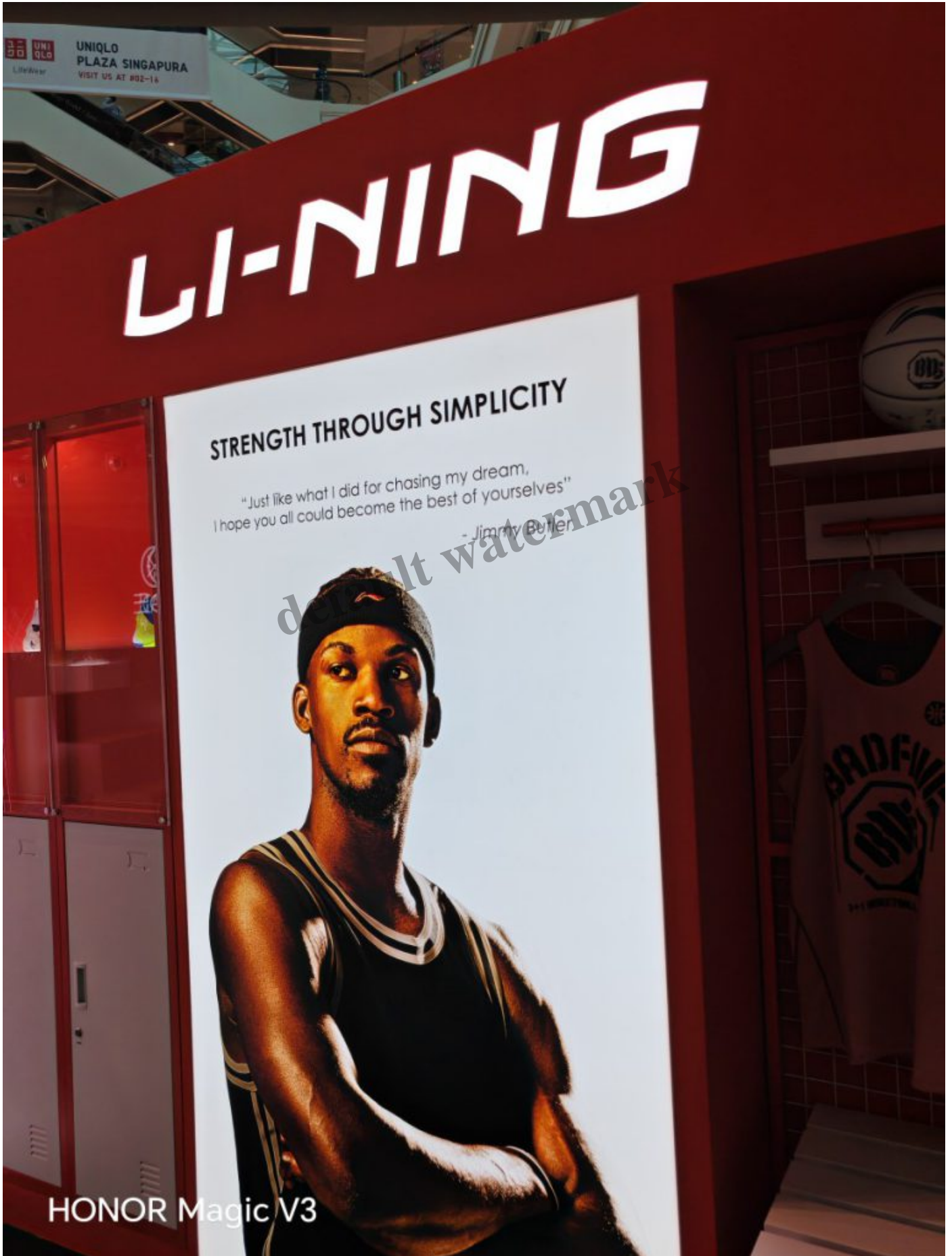


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The colours and design do look rather attractive. The curves give the shoe a very sleek and contemporary look.



For those unfamiliar with Jimmy Butler, he is an American basketball player. He plays for the Miami Heat.



Li-Ning collaborates with Dwayne Wade on their basketball shoes. If you do not know who Dwayne Wade is, you really need to brush up on your NBA knowledge.



There was some competition going on. The participants were 3 guys and a lady. I have no idea who these people were.

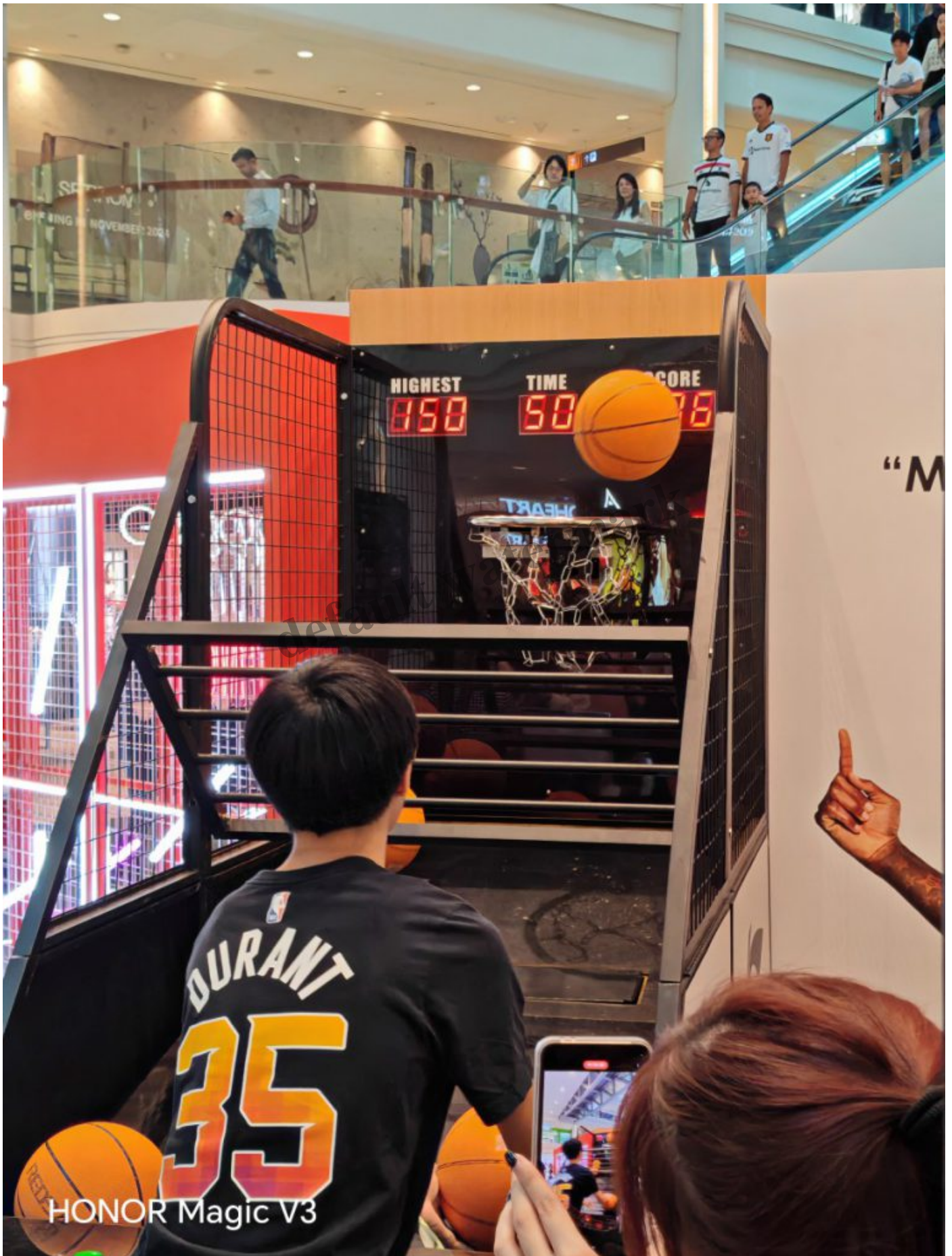


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In the end, this petite lady schooled everyone. If everyone was this good, arcades would go bust.

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Her score was ridiculous. It was mentioned that she was a national basketball player.

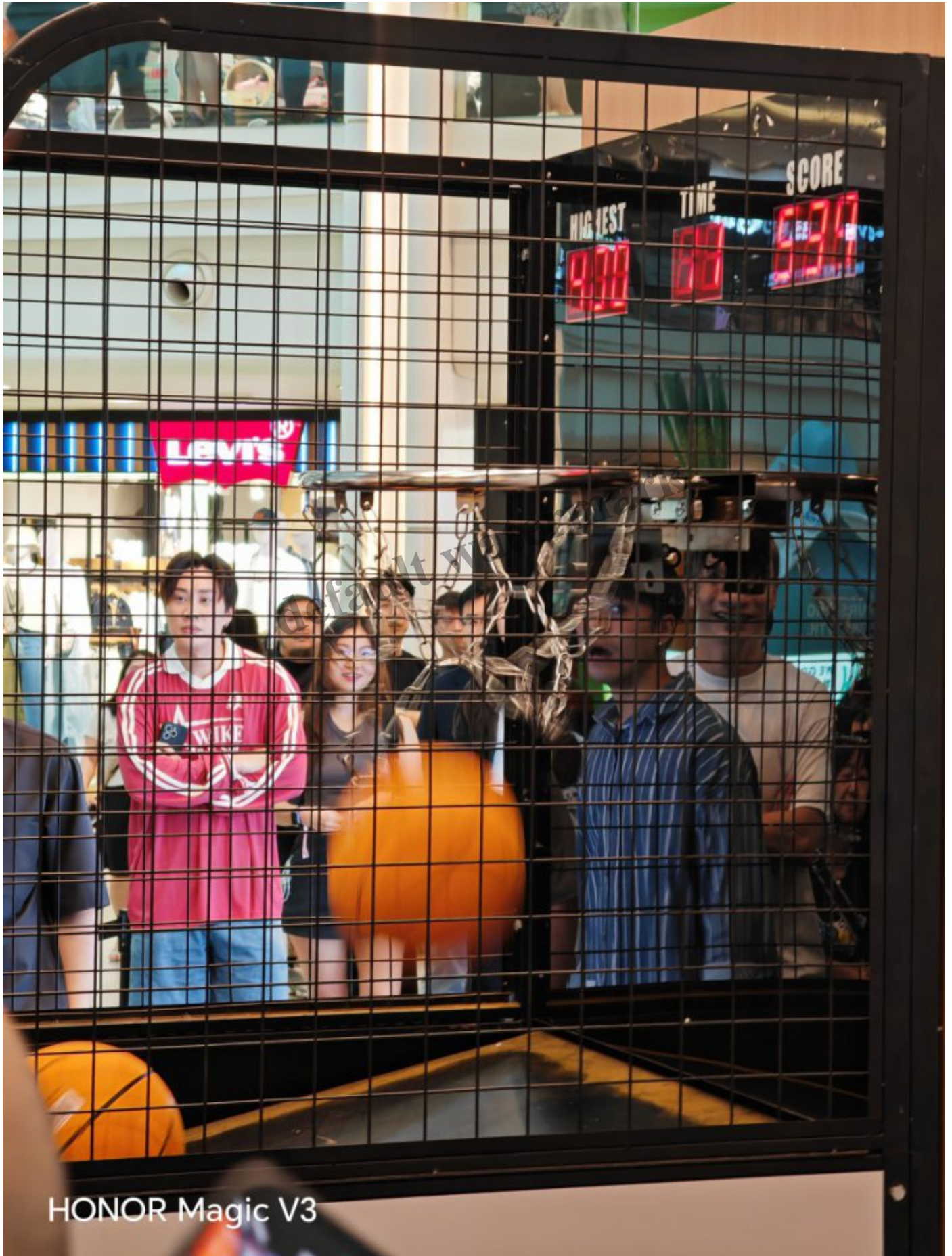
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She was so far ahead of the rest of the competition. I think if you added up everyone's scores, she would still be ahead.

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This was the set up at the atrium.



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Oh yes, a pink band? My favourite colour is red by the way. Well, this got me into the atrium to try the games anyway.







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There is an opening special till end of October 2024.



The store had this clean look. I think Chinese brands have come a long way. Gone are the days when designs were loud. Instead, brands like Li-Ning are coming up with simple designs that are palatable to the general public with less conspicuous branding.



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Basketball is huge to Li-Ning.

WAY OF WADE II
WHITE HOT



5TH PICK BY MIAMI	2003
1ST CHAMPIONSHIP FINALS MVP	2006
GOLD MEDAL	2008
SCORING CHAMP	2009
ALL-STAR MVP	2010
WADE COUNTY	2010
WAY OF WADE ESTABLISHED	2012
2ND CHAMPIONSHIP	2012
3RD CHAMPIONSHIP	2013
ONE LAST DANCE	2014
JERSEY RETIREMENT	2014
THE 'S	2015
HALL OF FAME	2015
THE STATUE	2015

WAY OF WADE



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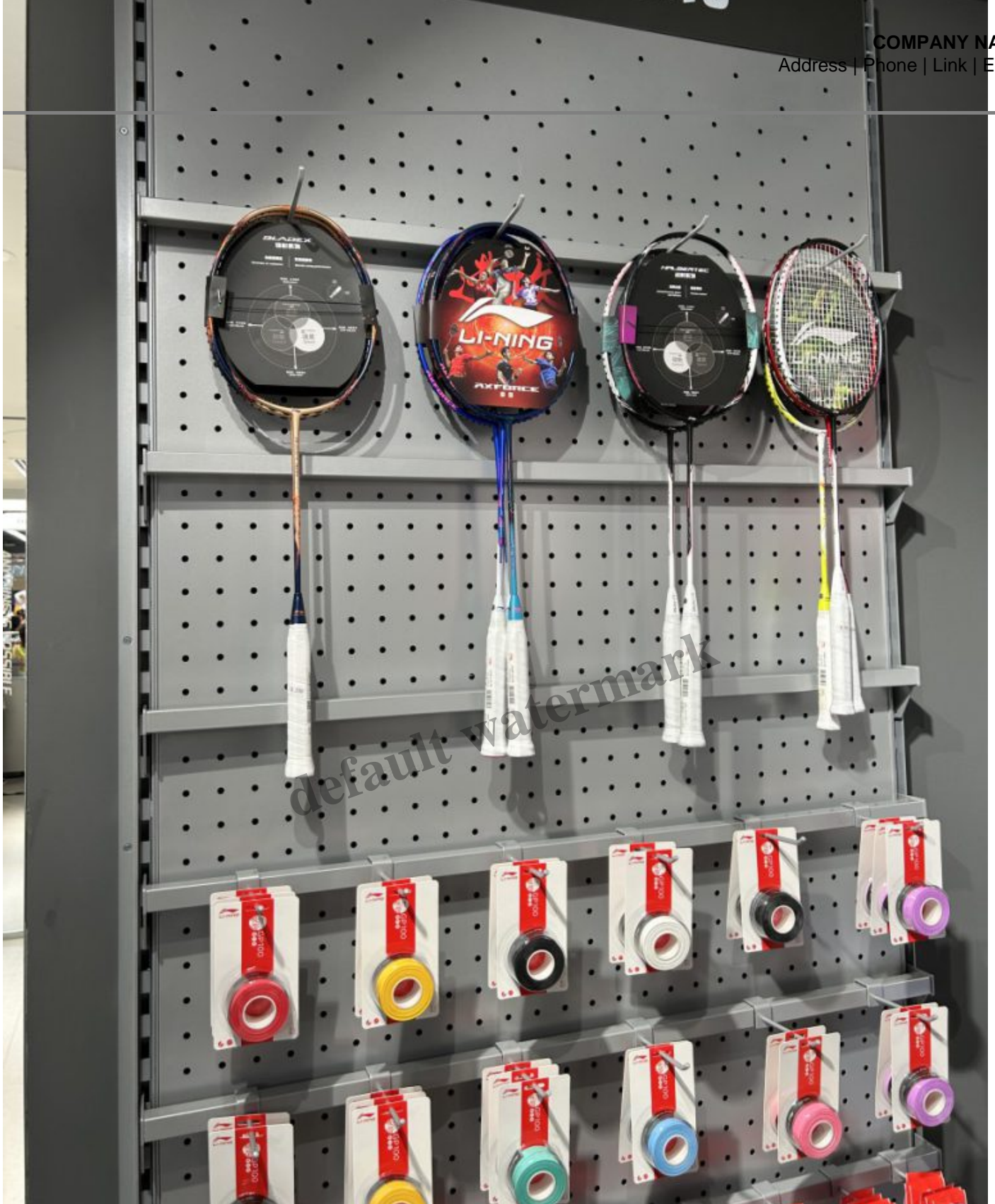
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And yes, they still do badminton products.







Design your T-Shirt here!

Spend over \$50 including one T-shirt
(T-shirt must meet embroidering criteria)

*Limited number of shirt embroidery services daily

1. Personalize your T-shirt with a name and number.
2. Send it to be embroidered and collect your queue no. via SMS.
3. Receive another SMS when your T-shirt is ready.
4. Collect your embroidered T-shirt.

Follow us on our socials:

Instagram

Facebook

Tik Tok



*Your personal information will remain confidential
and will only be used for Li-Ning Embroidery services.



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LIFESTYLE
SOFT GO

- THE LACE SUPER QUICK TO PUT ON AND OFF
- SOFT FOAM PLATEAU, BRIDGE BASE AND COMFORT ALL DAY LONG
- THE PLYS BUILT-UPPER THE BRIDGE INCLUDES THE AIRSOL® FIBER CLOTHING AND PROTECTION



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Lululemon vibes?

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This is their top-of-the-line running shoe. It is not as prohibitively expensive as some other American brands.



Li-Ning has some membership schemes going on.

WELCOME TO LI-NING CLUB

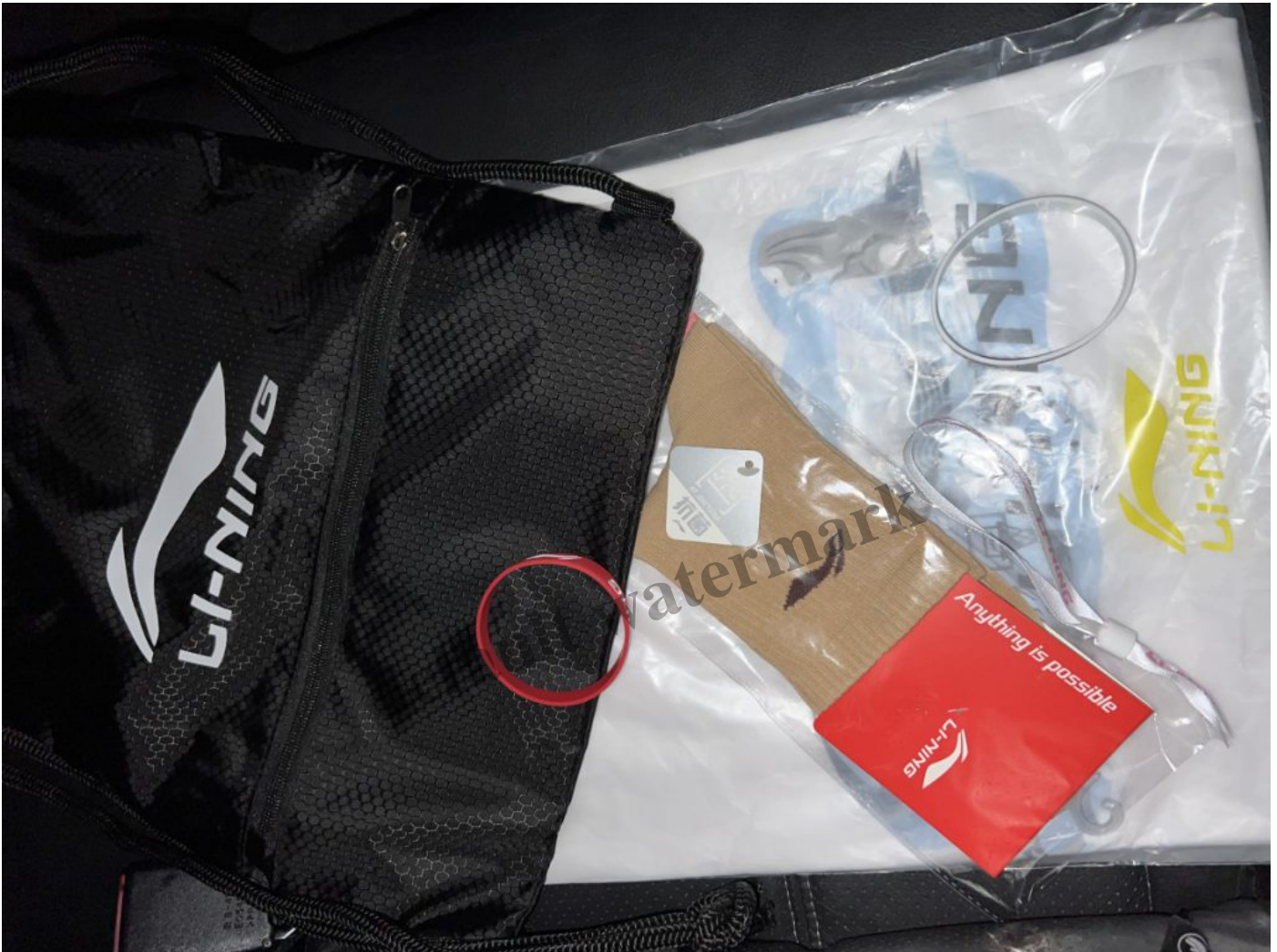
- Membership Benefits -

	New Member	Bronze Member	Silver Member	Gold Member
Benefits	Sign up for free	Spend \$5100 or more in a single transaction or spend \$5218 or more within 12 consecutive months	Spend \$5318 or more within 12 consecutive months	Spend \$5518 or more within 12 consecutive months
Membership Validity	The membership status resets every 12 months from the date of sign-up or upon upgrading to a new tier (as the case may be)			
Sign-up Voucher	The new membership tier becomes effective on the next day of current membership's expiration date			
Discount		\$55 Voucher x 1		
Tier Upgrade		5% off	8% off	12% off
Member-Only Access	✓	\$510 voucher X 1	\$510 voucher X 2	\$510 voucher X 4
Points Earn	1 point for every \$51 spent	1.1 Points for every \$51 spent	1.2 Points for every \$51 spent	1.5 Points for every \$51 spent

Earn 2 X points on one purchase on your birthday

Earned points will expire at the end of the next calendar year following the calendar year of accrual

I feel their products are well made. They feel durable. I was given a goodie bag and the material is extremely thick. Nice t-shirt though. It is a design specific to Singapore. You can see the merlion. Sorry, I did not take a photo of it unpacked. Li-Ning seems interested in breaking into the local market.



My revelation for the day... Li-Ning is no longer just about badminton...

Call me swakoo...

Yours sincerely,

Daryl

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Author

daryllum