

2015 BADMINTON SPRING & SUMMER COLLECTION

# VICTOR



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[www.victorsport.com](http://www.victorsport.com)





VICTOR '15 SPRING/SUMMER COLLECTION

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# VICTOR GLOBAL MAP

● **Headquarter**
● **Branch Office**
● **Distributor**





# History of VICTOR

Take a travel back in time to find out how VICTOR, from its early beginning on a small shuttlecock-making factory in Taiwan, has grown into an internationally successful badminton brand, known and recognized around the world.



## 1968

"VICTOR Badminton Association" founded by Mr. Deng-Li Chen, specializing in shuttlecock manufacturing.



## 1969-1979

Construction of global sales network. Worldwide use of "VICTOR" trademark registered.



## 1980-1989

First carbon fiber racket line "Columbia" launched. Title sponsor for "VICTOR Cup" in Europe, meanwhile, initiated a string of endorsements on world's elite players to promote the brand.



## 1990-1999

First collection of footwear announced. Production center in Nanjing, China, established.



## 2000-2009

Branch offices in China and Indonesia established. Products gained multiple approvals by the Badminton World Federation (BWF).



## 2010-

Branch offices in Japan, Thailand, and India established. Worked with The Walt Disney Company for the "Iron Man 3" limited series, and Hasbro for the "Transformers 4" collection, appealing to a wider generation of fans. Signed an exclusive partnership with the Badminton Asia Confederation (BAC), devoting in Asian badminton development.



## Now

Long-time exclusive partner with Korean Badminton National Team, and a number of World Champions, such as Lee Yong Dae, Tontowi Ahmad and Liliyana Natsir. Continuation of brand campaign "READY TO WIN" to encourage people of all ages and levels to pick up a racket and work hard for self-defined victories.

## The journey continues

With long-term motivation and commitment in badminton, and a sales distribution reaching over 50 countries, the VICTOR culture of passion and focus lives on.



# READY TO WIN



## STRIVE TO EXCEL

"VICTOR", with a brand name originated from the word "victory", over the decades has carried a rich number of raw badminton talents to proud champions. What remains the same is the humble philosophy "integrity, diligence, performance and excellence", which leads the staff to constantly push the limits in pursue of producing the best badminton equipment for the world.

## BACKED BY LEGENDS

Founded in Taiwan, in more than 45 years in this industry, VICTOR has been selling products of breakthrough technologies and backed by generations of legendary athletes. VICTOR is now the second largest badminton brand in the world sales-wise, with dedicated sales network reaching over 50 countries. VICTOR also became an officially approved partner of Badminton World Federation and Badminton Asia Confederation, and had worldwide legitimacy as one of the leading brands in the sport.

## SUMMON YOUR INNER LEGEND

Legends exist not only under the spotlight. Grab a VICTOR item and summon your inner legend!

**Yoo Yeon Seong**  
2014 Australian Open  
Superseries Champion

**Tai Tzu Ying**  
2014 Hong Kong Open  
Superseries Champion

**Ko Sung Hyun**  
2014 BWF World  
Championships Champion

**Tontowi Ahmad**  
2014 All England Open  
Superseries Premier Champion

**Shin Baek Choel**  
2014 BWF World  
Championships Champion

**Liliyana Natsir**  
2013 BWF World  
Championships Champion

**Lee Yong Dae**  
2014 BCA Indonesia Open  
Superseries Premier Champion



## VICTOR 2015 “READY TO WIN” Campaign - Behind the Scenes

**4 countries, 9 Superseries winners, 4 World Champions, and 1 faith, “READY TO WIN.”**

VICTOR is running “READY TO WIN” for 2015, an integrated advertising campaign, recognizing athletes who stand out with champion quality inside-out with not just techniques and performance that put them on top of the badminton world, but a mindset that embraces the thrill of new challenges and strives to work harder and harder for victories.

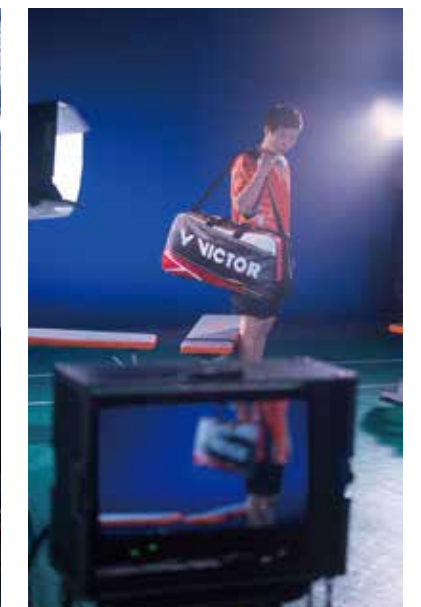
VICTOR’s push to become the champion’s choice is promoted in the centered 30-second commercial (along with a full length 3-minute version) through a variety of training exercises, playing and competing, featuring 9 players from 4 countries, including Olympic champion Lee Yong Dae, three-time World Champion Liliyana Natsir, her 2013 World Championship-winning partner and three-time All England titlist Tontowi Ahmad, World Champion Ko Sung Hyun, World No.1 Yoo Yeon Seong, Commonwealth Games gold medalist Ashwini Ponnappa, and singles major winners Son Wan Ho, Sung Ji Hyun, and Tai Tzu Ying.



The “READY TO WIN” film shows how the players devote themselves in their everyday work to get “ready to win” with their own voice and past winning moments appearing in the background. While each athlete demonstrates one different part of the training course they have to go through in their daily routines, they are all connected by a unifying desire for success and greatness.

This is the best and biggest line-up ever VICTOR has put up compared to the previous campaigns, and a photoshoot was done, meanwhile, for the 2015 spring/summer collection, with a release of an all-star 2015 brand advertisement. The “READY TO WIN” concept provides more than just a brand mentality that supports the company in the 46-year history and its players; it is also a motto that goes beyond the boundaries of sports, countries, and faiths.

The campaign is online at [www.VICTORSPORT.com](http://www.VICTORSPORT.com). Now watch the badminton stars cast their magic not just on court, but on a film set.





## New Judges - Hawkeye

Badminton is the fastest ball sport in the world; therefore, making judgment with naked eyes can cause extreme pressure for the judge and might result in controversial calls. In order to provide players fair competition environment, the use of Hawkeye system has been widely discussed.

Several years later, BWF finally tested the Instant Review System (IRS) in Malaysia Open in 2013 and planned to formally introduce the system in Indonesia Open in June, 2013. However, the introduction of IRS system was postponed until the end of 2013, for needing more tests, according to BWF. In the BWF Superseries Finals of 2013, the IRS system was formally in use for the first time, in which the top- ranked Lee Chong Wei was the first player to challenge and the challenge was successful.



### What is the Hawkeye?

The Hawkeye system combines high-speed cameras and complex computer calculation system that tracks and calculates the position of a ball/shuttlecock as it moves through 3D space. It was first used in baseball, and was officially adopted at the US Open tennis tournament in 2006.

### Evolution to computer simulation

At first, the IRS system merely recorded the landing spot of the ball and the umpire made calls by slow motion replays. Then, a judge would hold up a board to notify the players and audience it was "in" or "out". In other words, the calls were still done by naked eyes rather than the ones identified by computer simulation in tennis matches. Finally, in April, 2014, in Singapore Open, the computer simulation was first introduced to badminton matches to determine the landing spot of the shuttlecock.

### Hawkeye is not always right

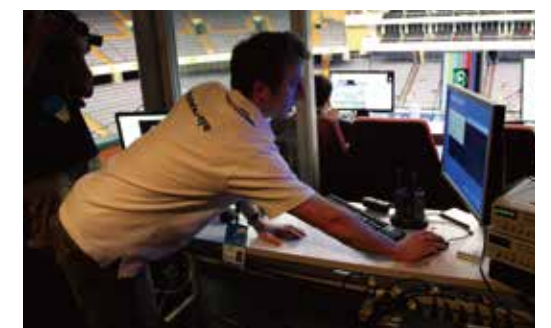
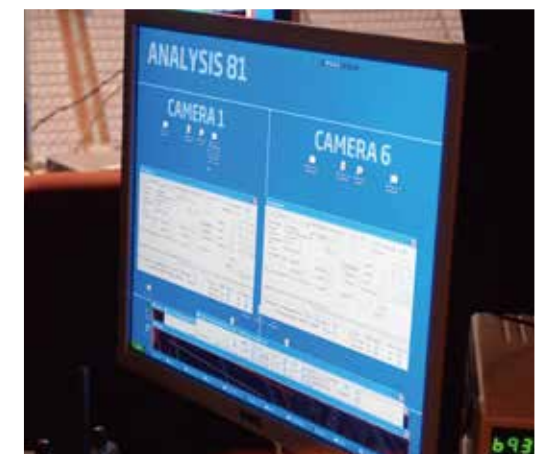
Although the Hawkeye system is claimed to be as keen-eyed as a hawk, it is not always 100% right. There were actually cases where the simulated shuttle path shown by the Hawkeye system contradicted with the slow-motion replay. While a play is so obviously "in" or "out," the Hawkeye can sometimes have the opposite idea.

Calculating the flight path of a shuttlecock is 10 times more complex than doing the same for tennis, cricket or football. A shuttlecock isn't perfectly round, it's cone shaped, and not only that, it spins continually as it flies through the air, there is also a tiny gap between the base of each feather, and a shuttlecock is being continually worn when used in play. These factors make computer simulation of the landing spot of a shuttlecock extremely difficult.

### Installed for Superseries and above

Because of the significant expense involved, the IRS system will only be installed for tournaments of Superseries level and above that are being broadcast on TV.

Players could challenge a call before the next play starts. Every player is allowed to have a maximum of two unsuccessful challenges in a match.



### The Hawkeye Timeline

#### Jan. 2013

The Instant Review System was tested for the first time in Malaysia Open.

#### Jun. 2013

The IRS was planned to be formally in use in Djarum Indonesian Open, but postponed for the need of further testing.

#### Dec. 2013

The IRS was formally introduced in superseries finals. Also, Chong-Wei Lee became the first player in history to challenge.

#### Apr. 2014

In Singapore Open, the computer simulation was first introduced to badminton matches to determine the landing spot of the shuttlecock.