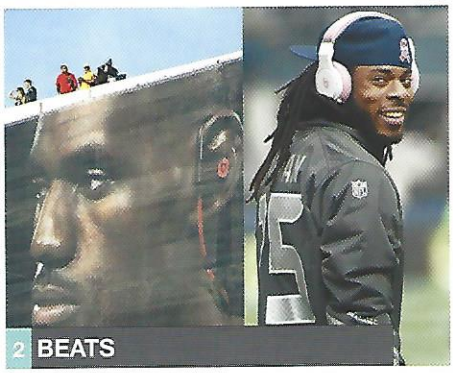
1 VANS



2 BEATS

3 NIKE

4 PACSUN

5 APPLE

BRANDS

UNDER ARMOUR 6

1. VANS Endorsements by star skateboarders reinforce the laid-back, California-casual vibe of this sneaker brand.
2. BEATS High price tags are no deterrents for fans of the colorful, bass-heavy, on-ear headphones.
3. NIKE The sports outfitter is the most popular clothing brand among teens and millennials.
4. PACSUN Kendall & Kylie, the Kardashian/Jenner family's teen clothing line, helps this fashion retailer to attract teen shoppers.
5. APPLE The maker of the iPhone® and the iPad® is the favorite tech brand in the teen market.
6. UNDER ARMOUR Serious athletes (and those who want to look like them) are willing to pay premium prices for this high-performance athletic apparel brand.

FORBES MOST VALUABLE BRANDS

1. APPLE: $124.2 BILLION
2. MICROSOFT: $63 BILLION
3. GOOGLE: $56.6 BILLION
4. COCA-COLA: $56.1 BILLION
5. IBM: $47.9 BILLION
6. MCDONALD'S: $39.9 BILLION
7. GENERAL ELECTRIC: $37.1 BILLION
8. SAMSUNG: $35 BILLION
9. TOYOTA: $31.3 BILLION
10. LOUIS VUITTON: $29.9 BILLION

http://www.forbes.com/powerful-brands/list/#page:1_sort:0_direction:asc_search

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