



## Information

16 October

### **ADIDAS NEO LABEL ANNOUNCES JUSTIN BIEBER AS NEW STYLE ICON**

**Herzogenaurach, Germany (16 October 2012)** – adidas NEO Label has appointed global phenomenon and POP/R&B superstar Justin Bieber as its style icon. To celebrate this partnership, teens worldwide can hunt down the superstar's exclusively customized NEO gold sneakers online in a bid to win a pair and meet Justin on tour.

As NEO's new global style icon, Justin Bieber will inspire young consumers with the label's stylish and fresh teen looks through a two-year partnership until end-2014. As well as sporting his favorite NEO looks, Justin will make appearances for the label in its major markets throughout 2013 and share its latest news and collections through his vast social media reach. He will front NEO's seasonal campaigns under its "Live Your Style" positioning, with Spring/Summer 2013 to debut in February. Teens will be able to shop for his favorite NEO looks and personally selected styles for each season.

Talking about the news, Justin Bieber spoke of NEO, the newest addition to a brand he has always loved. "I found a real connection with NEO because it is about fashion, freedom and being true to who you are. With my new album, Believe, I am spreading the message of believing in yourself. The first step is showing who you are, and one of the great ways to showcase yourself is through fashion. For me style is an adventure, something to have fun with and NEO believes this too." he said.



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To mark the appointment, adidas NEO Label and Justin launched a competition to find his NEO sneakers online, named the "Find My Gold Shoes" challenge which is live on [www.facebook.com/adidasneolabel](http://www.facebook.com/adidasneolabel) and with the official hash-tag #findmygoldshoes. Pictures of Justin's exclusively customized NEO gold sneakers that he is wearing during his Believe World Tour concerts are hidden online. Daily clues will be posted on NEO's Facebook site leading searchers to find the NEO gold sneaker images hidden in a different site on the Internet each week. By solving the clues and finding the picture, a code will be available for successful sleuths to submit to NEO's Facebook site. If the code is entered correctly, entrants will be in the running to win daily and weekly prizes.

One lucky entrant each week over five weeks will win a pair of the NEO gold sneakers and an all-inclusive trip to meet Justin on tour in Miami. Entrants will also have the chance to win daily prizes of NEO goodies.

Hermann Deininger, Chief Marketing Officer adidas Brand, said Justin Bieber possesses an undeniable young, fun spirit and energy that embodies the adidas NEO Label. "Justin makes his mark in his own bold and expressive way through fashion, music and style. Justin will help us spread the spirit of NEO worldwide and showcase the brand's sports and lifestyle inspired apparel and footwear silhouettes," he added.

adidas NEO Label is one of the proud sponsors of Justin Bieber's "Believe" world tour 2012/2013.



## Information

To watch the video message of Justin announcing the news and to sign up for daily competition clues go to [www.facebook.com/adidasneolabel](http://www.facebook.com/adidasneolabel). To stay up to date on all things NEO, including the label's fresh new looks and Justin Bieber's seasonal favorites beginning 2013 visit [www.adidas.com/NEO](http://www.adidas.com/NEO).

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\*\*\*The adidas NEO Label is part of the adidas Sport Style sub brand based out of Corporate Headquarters in Herzogenaurach, Germany. NEO brings the heritage of sport and translates that to fashion at an accessible price point for teen consumers. Our core target consumer is 14 – 19 years global teen. A teen who is finding their edge in the everyday and putting their mark on it.\*