



# **adidas Originals by Edison Chen**

## **CLOT Superstar**

### **TOOLKIT**

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# OVERVIEW

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Edison Chen, the owner and co-founder of CLOT, represents the pursuit of a universe with dynamic energy and flow across continents, collaborating with artists from different countries all with the goal of building a single cultural legacy: that of the future.

adidas Originals by Edison Chen is here to bridge together the legacies of two iconic figures and this shoe signifies the beginning of a new era that will redefine creative innovation and cultural exchange.

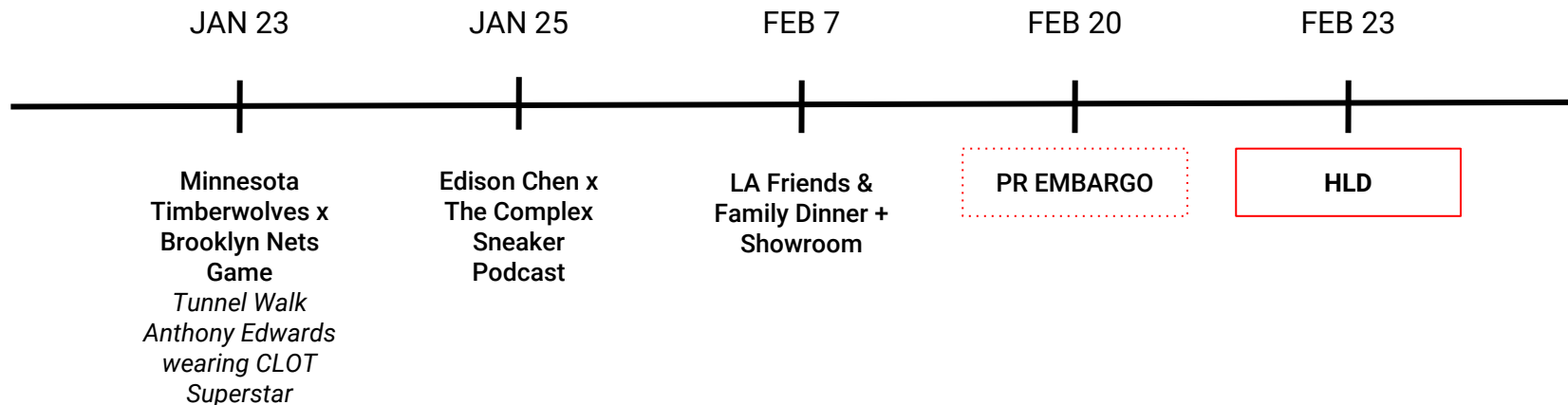
This debut from adidas Originals and Edison Chen carries the essence of classic suiting with its refined details and tailoring, summoning us to sophisticate the way we dress. This campaign encourages you to embrace the unique aspects of who we are and incorporate those characteristics into our ways of life.

PR for the CLOT Superstar by Edison Chen will aim to drive excitement and awareness towards the release through media tactics that allow people to cross over into new cultures.



# TIMELINE

# TIMELINE



# OBJECTIVES

# OBJECTIVES

**BUILD** EXCITEMENT AND  
ANTICIPATION FOR CLOT  
SUPERSTAR BY EDISON CHEN  
DROP 1

**INCREASE** AWARENESS OF  
EDISON CHEN AND THE NEW  
PARTNERSHIP WITH ADIDAS  
ORIGINALS ON A GLOBAL SCALE

**INSPIRE** CONSUMERS THAT  
CREATE AND MAINTAIN HIGH  
TALK VALUE AT A GLOBAL  
SCALE THROUGH THE PRODUCT  
AND PARTNERSHIP WITH  
EDISON CHEN



# MESSAGING

CONTINUING THE HEAT BUILT DURING SHANGHAI FASHION WEEK, EDISON CHEN USES HIS INVENTIVE VISION AND CREATIVE EXCELLENCE TO GIVE US THE CLOT SUPERSTAR BY EDISON CHEN AND BRIDGE TOGETHER THE LEGACIES OF TWO ICONIC FIGURES.

THE CORRESPONDING CAMPAIGN WELCOMES ALL TO STEP INTO THE HOUSE OF EDISON CHEN, WHERE ELEGANCE IS EFFORTLESS, HERITAGE IS HONORED, CONNECTION IS KEY, AND TRYING SOMETHING NEW IS ENCOURAGED.

FROM A COLLECTION THAT MIRRORS CHEN'S ARTISTIC JOURNEY, CLOT SUPERSTAR BY EDISON CHEN IS THE FIRST STEP IN BRIDGING TOGETHER EASTERN AND WESTERN CULTURES. A SPONTANEOUS AND EFFORTLESS VIBE IS CARRIED FROM THE PRODUCT, THROUGHOUT THE ENTIRE CAMPAIGN.

# PR ROLLOUT

# STRATEGIC APPROACH

## INCUBATE

January - February 20

Begin building hype and excitement surrounding the first global launch from Edison Chen and adidas Originals

### January 25

*Anthony Edwards photographed in CLOT Superstar by Edison Chen during tunnel walk at Timberwolves vs. Nets game*

*Edison Chen seated courtside*

### January 26

*The Complex Sneakers Show ft. Edison Chen as guest goes live*

### February 7

*Friends and Family Dinner hosted by Edison Chen in LA, Highsnobiety exclusive coverage on dedicated showroom*

## LAUNCH

February 20 - February 23

Launch by driving awareness to the product through the corresponding campaign.

Leverage access to Edison Chen and campaign talent with relevant and approved media outlets for interviews to drive deeper storytelling opportunities surrounding the partnership

### February 20

*PR Embargo*

### February 23

*HLD*

## SUSTAIN

From February 23

Sustain momentum through ongoing product coverage

# CAMPAIGN COVERAGE

Markets to share the campaign imagery with press, highlighting key talent and product, aiming to secure news stories and further build hype around the upcoming release and partnership.

## **Paid Media Partnership:**

To ensure confirmed coverage on the campaign video, adidas Originals to partner with a key target media outlet for a paid media partnership, inclusive of social media and corresponding digital feature

### *Target Media Outlet:*

- Hypebeast, TBC

## **Talent Interviews:**

Markets to leverage access to campaign talent for interview opportunities pending relevance to the market and final approval on media outlets from talent

Talent to speak to creative involvement and personal passions along with what it was like partnering with Edison Chen and starring in his first global adidas Originals campaign

## **Assets:**

- Press release
- Campaign imagery
- Campaign video
- Product imagery
- Interview access



# MEDIA TARGETS

ADIDAS ORIGINALS

EDISON CHEN



## SNEAKER

Focus on the latest drops in sneakers, with a goal of informing and making purchase recommendations to the reader about the recontextualized classic models

WWD

BOF

LE FIGARO

## BUSINESS/TRADE

Current events-oriented publications focused on the latest developments + innovations within business and the stories behind them

VOGUE

ELLE



## FASHION / LIFESTYLE

Focus on the fashion industry and showcasing the latest collections with goals of informing and inspiring the reader

HYPEBAE

HIGHSNOBIETY

COMPLEX

## HYPE/STREETWEAR

Focus on the latest drops in streetwear, with a focus on anticipation and exclusivity and a goal of informing and inspiring the reader

i-D

DAZED



## INDIE/CULTURE

Niche and/or independent publications that inject "coolness" into the brand while also reaching the target consumer.

ADIDAS ORIGINALS

EDISON CHEN

ADIDAS ORIGINALS

EDISON CHEN



# PR ASSETS

# PRESS RELEASE

## adidas Originals by Edison Chen First Global Collaboration Drop: CLOT Superstar

**Herzogenaurach, Germany - February 23, 2024** - Following their inaugural partnership debut during Shanghai Fashion Week, adidas Originals and Edison Chen announce their first global footwear drop, the CLOT Superstar by Edison Chen. adidas Originals by Edison Chen is here to bridge together the legacies of two iconic figures and this shoe signifies the beginning of a new era that will redefine creative innovation and cultural exchange.

As seen during Shanghai Fashion Week, Chen uses his inventive vision and creative excellence to give us the CLOT Superstar by Edison Chen. As a fresh take on the classic adidas Originals silhouette, adidas and Edison Chen encourage us to be ourselves, effortlessly and authentically. From a collection that mirrors Chen's artistic journey, CLOT Superstar by Edison Chen is the first step in bridging together Eastern and Western cultures. A spontaneous and effortless vibe is carried from the product, throughout the entire campaign.

This debut from adidas Originals and Edison Chen carries the essence of classic suiting with its refined details and tailoring. The distinctive shell toe has been reimagined with finely crafted hand stitched ridges in premium leather. Updated details continue throughout the midsole and outsole which feature a unique ripple, visible EVA wedge and a beautiful leather welt. Refined not only in construction but color as well, the CLOT Superstar by Edison Chen is available in White with black contrast stitching and logo detail.

Along with the global drop, adidas Originals and Edison Chen are releasing a corresponding campaign. The campaign welcomes all to step into the House of Edison Chen, where elegance is effortless, heritage is honored, connection is key, and trying something new is a part of the thrill. Just as Edison evolves from streetwear icon to cultural catalyst, the film begins in the streets and transitions into a speakeasy lounge where the campaign's protagonists - Jung Woo, Chris Severn, Joyce Wrice, Brent Faiyaz, and DPR Ian - serve as hosts, inviting the guest on an unforgettable night of adventure. Guiding the viewer through each room from a first person point-of-view, the person is revealed to be none other than Edison himself who has assembled this zeitgeist of personalities - unique in background yet culturally aligned - under one roof.

On your cultural journey across the globes, the CLOT Superstar by Edison Chen is the go-to for those who dare to be original.

The CLOT Superstar by Edison will be available in-store, online at [adidas.com/edisonchen](https://adidas.com/edisonchen), and through the CONFIRMED app beginning February 23, 2024 and is priced at \$200 USD.

# PRODUCT

EDISON CHEN

ADIDAS ORIGINALS



EDISON CHEN



ADIDAS ORIGINALS



# CAMPAIGN IMAGERY

ADIDAS ORIGINALS

EDISON CHEN



EDISON CHEN  
ADIDAS ORIGINALS

EDISON CHEN  
ADIDAS ORIGINALS

# CAMPAIGN



## THE IDEA

The SS24 Campaign welcomes all to step into the House of Edison Chen, where elegance is effortless, heritage is honored, connection is everything, and trying new things is encouraged. As Edison makes his transition from simply being a streetwear figure, the campaign film begins in the streets into speakeasy lounge where all previously mentioned pillars of the house are explored. The protagonists of the film serve as guides through each room as the audience walks through the space via a 1st person POV cam, that's later revealed to be Edison himself. The end of the White film tees up the beginning of the Black which is coming in April.

## CAST

Edison Chen  
Brent Faiyaz  
Joyce Wrice  
Jung Woo  
Chris Severn

# CAMPAIGN TALENT



[BRENT FAIYAZ](#)

Brent Faiyaz is an American R&B artist with three solo albums and countless features. He has earned various spots on the Billboard Hot 100 and his latest album debuted at number eleven on the US Billboard 200 chart.



[JOYCE WRICE](#)

Joyce Wrice is an L.A. based R&B singer and songwriter with one album and two EPs. Her debut album *Overgrown* was recognized on various "Best R&B Albums of 2021" lists.



[DPR IAN](#)

DPR Ian is an artist whose work blurs the lines of Pop, R&B, Rock and more to create an all new sound. He has three solo albums and was the 10th most streamed K-POP Male Solo Artist Globally on Spotify in 2022.



[JUNG WOO](#)

Jung Woo is the creative behind WJW. He is a powerhouse who uses his South Korean heritage as inspiration for his brand.

# CAMPAIGN FILM

ADIDAS ORIGINALS

EDISON CHEN



EDISON CHEN

ADIDAS ORIGINALS



EDISON CHEN

ADIDAS ORIGINALS

# ASSETS

[LINK TO DOWNLOAD ALL ASSETS HERE](#)

[1X PRESS RELEASE](#)

[CAMPAIGN KEY VISUALS](#)

[CAMPAIGN TALENT BIOS](#)

[PRODUCT VISUALS](#)

# Thank You!