

EDISON CHEN

ADIDAS ORIGINALS

adidas Originals by Edison Chen



CLOT Superstar by Edison Chen Social Rollout



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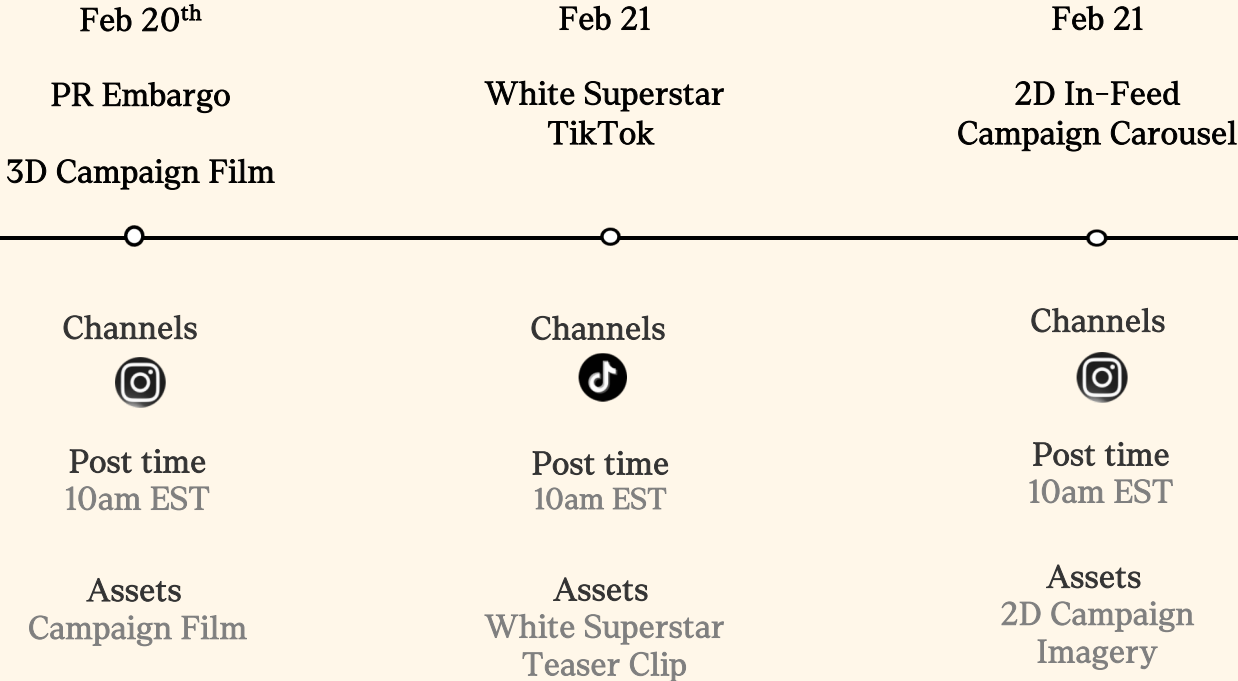
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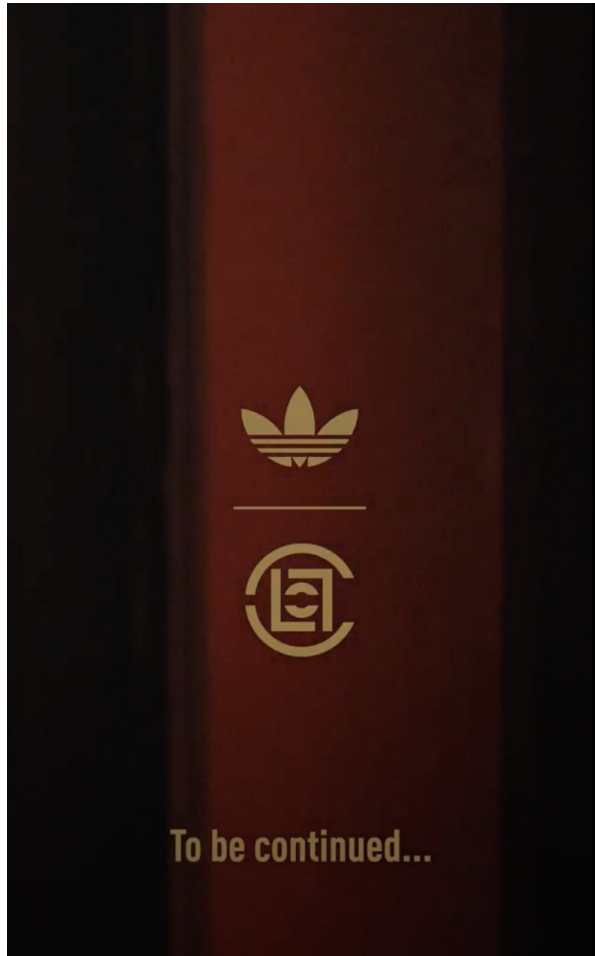


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CLOT Superstar by Edison Chen Social Rollout



Social Overview



February 20st: Campaign Film

CONTENT FORMAT:

IN-FEED CAMPAIGN FILM

PLATFORM:
Instagram

TAGS:

CAPTION

Where legacy meets invention. The CLOT Superstar by @edisonchen is the perfect blend of heritage and refined tailoring.

Available in-store, online and on CONFIRMED February 23rd.

LINK STICKER URL:

Swipe up link goes to a Lookbook

[Link](#)

Social Overview



February 20th: IG Stories

CONTENT FORMAT:

IG Stories

PLATFORM:

Instagram

TAGS:

CAPTION

Sign up here

LINK STICKER URL:

@adidasoriginals : swipe up to confirmed

Cast + CLOT: swipe up to Lookbook

<https://confirmed.onelink.me/mzYA/6h8j8zgb>

Social Overview



February 21st: TikTok

CONTENT FORMAT:

TikTok White Superstar Teaser

PLATFORM:
TikTok

TAGS:

CAPTION

We don't think you're ready for these, prove us wrong.

LINK STICKER URL:

[Dropbox Link](#)

Social Overview



February 21st: 2D Campaign Imagery

CONTENT FORMAT:

INSTAGRAM 2D CAROUSEL

PLATFORM:

INSTAGRAM

TAGS:

@joycewrice

@brentfaiyaz

@whojungwoo

CAPTION

There's levels to this, the CLOT Superstar is here with a reimagined silhouette and an ode to originality. Tap in to CONFIRMED to see how we styled it.

LINK STICKER URL:

<https://confirmed.onelink.me/mzYA/6h8i8zgb>