



# adidas Originals by Edison Chen

CLOT SUPERSTAR (BLACK)

TOOLKIT





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# OVERVIEW





## OVERVIEW

Edison Chen, the owner and co-founder of CLOT, uses his creative perspective to create cross-continental collaborations with artists from a variety of diverse backgrounds. The **SS24 campaign** from adidas Originals and Edison continues to bring together all cultures in order to redefine creative innovation.

The CLOT Superstar Black from adidas Originals and Edison Chen is crafted with meticulous attention to detail and embodies the timeless elegance of classic suiting while parallel to the functionality of sportswear. The CLOT Superstar in black invites you to immerse yourself deeper into the House of Edison Chen as a direct connection between cultures.

This campaign takes you through the pillars of the House of Edison Chen with a conversation between Joyce Wrice, DPR Ian and Brent Faiyaz by exploring their thoughts, feelings and memories.

The PR campaign for the CLOT Superstar by Edison Chen will strive to generate anticipation and raise awareness about the upcoming release through traditional and non-traditional media tactics that offer insight into the distinctive aspects of this partnership.

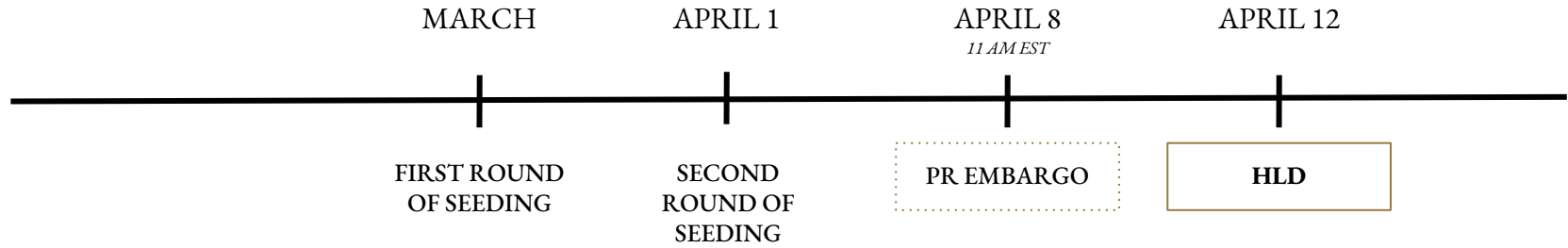


# TIMELINE





# TIMELINE



# OBJECTIVES





## OBJECTIVES

### GENERATE HEAT

CREATE EXCITEMENT FOR THE  
SECOND DROP OF THE CLOT  
SUPERSTAR BY EDISON CHEN,  
BUILDING DESIRE FOR THE  
NEW COLORWAY

### STORYTELL

SHOWCASE THE HOUSE OF  
EDISON THROUGH  
TRADITIONAL AND NON-  
TRADITIONAL MEDIA TYPES  
ACROSS FASHION, HYPE,  
FOOTWEAR, MUSIC AND  
CULTURALLY-FORWARD  
OUTLETS

### EDUCATE

INCREASE GLOBAL  
AWARENESS OF EDISON CHEN  
AND THE PARTNERSHIP WITH  
ADIDAS ORIGINALS TO  
SUSTAIN CONVERSATIONS  
WORLDWIDE





## MESSAGING

1.

A CONTINUATION OF EDISON'S  
JOURNEY TO REDEFINE  
CREATIVE INNOVATION AND  
CULTURAL EXCHANGE BY  
BRIDGING TOGETHER  
EASTERN AND WESTERN  
CULTURES

2.

EXPLORE THE ROOMS WITHIN  
THE HOUSE OF EDISON CHEN  
ON A DEEPER LEVEL TO FEEL  
THE CONNECTION BETWEEN  
CULTURES, SEE THE  
INSPIRATION FOR DESIGN AND  
BECOME A PART OF EDISON'S  
COMMUNITY.

3.

DESIGNED WITH  
SOPHISTICATION AT THE  
FOREFRONT, BRING FORTH A  
NEW LEVEL OF ELEGANCE,  
WHERE A SNEAKER BECOMES A  
COLLECTIBLE PIECE OF  
FOOTWEAR.

**PR ROLLOUT**





# STRATEGIC APPROACH

## INCUBATE

*March - April 8*

Begin building hype and excitement surrounding the second drop from Edison Chen and adidas Originals

### **March**

*Selective seeding a month prior to embargo to create anticipation to the official launch*

### **April 1**

*Second round of seeding to sustain the anticipation one week ahead of the launch*

## LAUNCH

*April 8 - April 12*

Initiate the launch by raising product awareness through global media placements

*UK Markets to secure Joyce Wrice feature piece.  
PR to secure Brent Faiyaz feature piece.*

### **April 8**

*PR Embargo*

### **April 12**

*HLD*

## SUSTAIN

*From April 12*

Sustain momentum through ongoing product coverage



## MEDIA TARGETS



### 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



### 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.

# PR ASSETS





# PRESS RELEASE

**PR / Embargo Date: 04/08/2024**

**HLD: 04/12/2024 - 11:00 AM EST**

adidas Originals by Edison Chen  
Second Global Collaboration Drop: CLOT Superstar

**Herzogenaurach, Germany - April 08, 2024** - adidas Originals and Edison Chen announce the CLOT Superstar by Edison Chen in black, the second global footwear drop in their collaboration. This release is a continuation of the journey to redefine creative innovation and cultural exchange by bridging together Eastern and Western cultures.

Inspired by classic suiting, refined details and tailoring, The CLOT Superstar by Edison Chen in black provides a fresh take on the reinterpretation of the classic silhouette, first seen during CLOT's runway show in Shanghai Fashion Week. Made to wear in far off locales the CLOT Superstar by Edison Chen is designed with sophistication at the forefront, bringing forth a new level of elegance, where a sneaker becomes a collectible piece of footwear.

Crafted with meticulous attention to detail, this collaboration embodies the timeless elegance of traditional suiting juxtaposed against sportswear functionality. Edison Chen's vision and eye for sophistication is seen prominently through the collection's footwear offering. With the CLOT Superstar in black, the iconic shell toe has received a modern twist with meticulously hand-stitched ridges in prime leather. Design updates extend to the midsole and outsole, which feature a distinct ripple design, a black EVA wedge, and a stylish leather welt. The pristine black hue is accentuated by contrasting white adidas stripes and logo embellishments.

The corresponding campaign allows you to immerse yourself into the House of Edison Chen, alongside Joyce Wrice, Brent Faiyaz, and DPR Ian. Heritage is honored throughout this campaign, and connects you to a variety of cultures.

Continue embarking on the cultural journey with adidas Originals and Edison Chen's CLOT Superstar Black by exploring the passion, motives, and perspectives that define Edison Chen's world.

The CLOT Superstar by Edison in black will be available in-store, online, and through the CONFIRMED app beginning April 8, 2024 and is priced at \$200 USD.



## PRESS RELEASE

### About adidas Originals

Inspired by the rich sporting heritage of adidas – one of the world’s leading sports brands and a global designer and developer of athletic footwear and apparel – adidas Originals is a lifestyle brand founded in 2001. With the adidas archive at its foundation, adidas Originals continues to evolve the brand’s legacy through its commitment to product innovation and its ability to filter the creativity and courage found on courts and sporting arenas through the lens of contemporary youth culture. Marked by the iconic Trefoil logo that was first used in 1972 and championed by those that continue to shape and define creative culture, adidas Originals continues to lead the way as the pioneering sportswear brand for the street.

### About Edison Chen

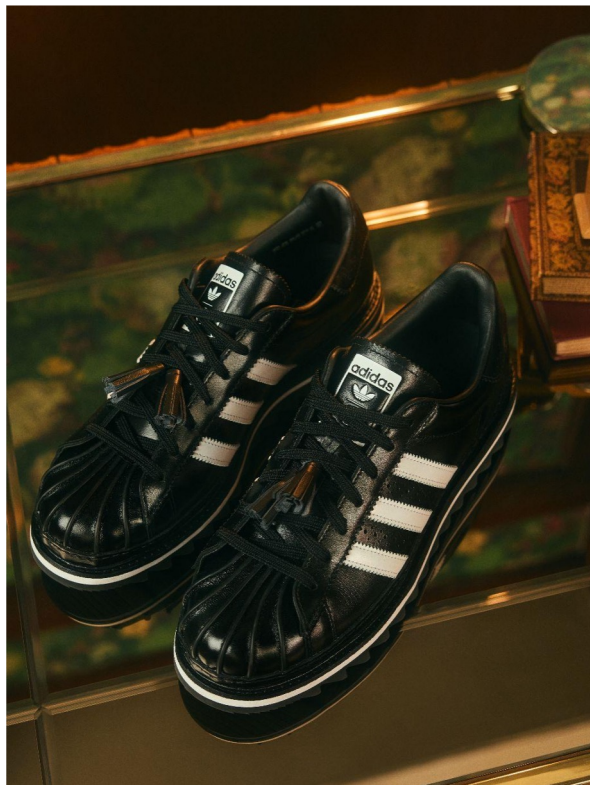
Edison Chen is a leading cultural force internationally thanks to his all-encompassing approach towards fashion, art, music and more. Since breaking out in 2000, he has starred in some of Hong Kong’s most influential films, as well as building a successful career in the music industry. Never one to rest on his laurels when it comes to creative expression, Edison founded CLOT in 2003 as a Hong Kong-based streetwear label with the aim of bridging the East and the West through thoughtfully designed apparel and goods. As CLOT’s Creative Director, Edison has crafted a uniquely recognizable aesthetic that seamlessly marries Chinese traditional motifs with contemporary streetwear, in the process partnering with esteemed international brands to create sold-out collaborative designs.

Under Edison’s tenure, CLOT has also spun off into CLOTTEE, a diffusion line inspired by the energy of the newer generations, and JUICE STORE, an all-encompassing fashion and lifestyle store that maintains a presence in Hong Kong, Shanghai, Taipei, Guangzhou, and Los Angeles. CLOT has also previously exhibited at New York, Paris, and Shanghai Fashion Week.

### About CLOT®

First established in 2003, CLOT is a pioneering streetwear label and the brainchild of Edison Chen. Conceived from the desire to bridge East and West through thoughtfully-designed apparel and goods, the brand takes its Chinese roots to a worldwide stage, modernizing, reinterpreting, and splices motifs from traditional Chinese culture with bold graphics, exaggerated silhouettes, and a dynamic energy reflective of the new youth of Asia. CLOT has since partnered with leading global brands in various genres to create sold-out collaborations, solidifying its international presence in the process.

CLOT’s vision for a borderless culture of streetwear is further manifested in JUICE, a fashion and lifestyle retailer that expresses an all-encompassing aesthetic through its curation of apparel, home goods, and more. Located in major cities around the world, JUICE can be found in Hong Kong, Shanghai, Guangzhou, Taipei, Taichung, Los Angeles, and online.



## PRODUCT STILLS





## CAMPAIGN STILLS



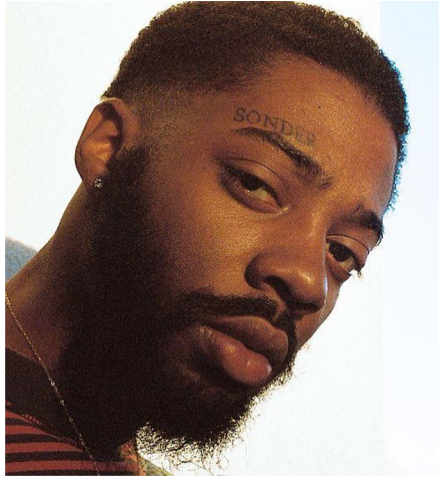
## CAMPAIGN THE IDEA

A deeper exploration into the House of Edison Chen, where each room exudes effortless elegance, cultural heritage, and inspires self-exploration. This campaign is a continuation of the story told in the previous campaign film. Embark on a reflective journey through a conversation between Joyce Wrice and DPR Ian, two protagonists of the House of Edison. Joyce and Ian explore the pillars through their thoughts, reflections, feelings and memories. In a specially designed environment, combined with the rhythm of the piece, we lead the audience to a deep connection with the campaign as a whole.



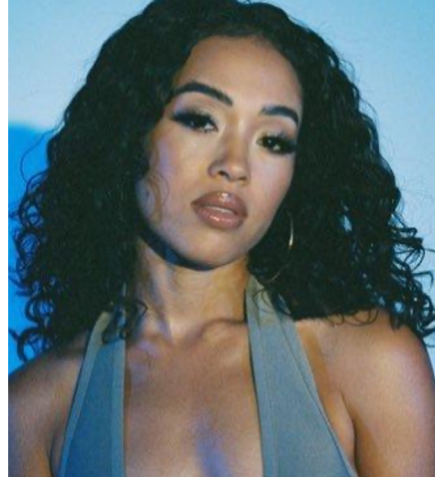


## CAMPAIGN TALENT



### 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.



## ASSETS

[LINK TO DOWNLOAD ALL ASSETS HERE](#)

[1X PRESS RELEASE](#)

[CAMPAIGN KEY VISUALS](#)

[CAMPAIGN TALENT BIOS](#)

[PRODUCT VISUALS](#)



THANK YOU

