

EDISON CHEN

2024

ADIDAS ORIGINALS

EDISON CHEN



# **adidas Originals by Edison Chen White Gazelle Toolkit**



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# OVERVIEW



## OVERVIEW

The Edison Chen and adidas Originals partnership continues to grow and bridge together Eastern and Western cultures through the White Gazelle shoe and the accompanying campaign with other cultural artists.

The White Gazelle is finely crafted with an espadrille sole that acts as the bridge between varied moods, and invites you to ignite your senses to embrace freedom and comfort.

Leveraging the affinity for its campaign star, Jennie Kim, PR will lay the foundation of CLOT White Gazelle to support a collaboration that cuts through and connects adidas Originals and Edison Chen to the world through the lens of a global superstar.

The PR campaign for the White Gazelle 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 cultural aspects of this partnership including a private gifting suite, campaign talent, and more.





# TIMELINE



# TIMELINE

JUNE 11th

Embargo lifts  
4pm CET

JUNE 14th

Global HLD

JUNE, 20th – 22nd

PFW  
Gifting suite

1:1 media  
appointments



# OBJECTIVES



## OBJECTIVES

01

**INCREASE** AWARENESS OF THE  
PARTNERSHIP BETWEEN ADIDAS  
ORIGINALS AND EDISON CHEN

02

**GENERATE** EXCITEMENT FOR  
THE RELEASE OF THE WHITE  
GAZELLE

03

**CONNECT** CULTURES AND  
AUDIENCES BY INVITING PEOPLE  
TO EXPLORE THE DIFFERENT  
PLACES WE ESCAPE TO



## MESSAGING

01

A CONTINUATION OF EDISON'S  
JOURNEY TO BRIDGE CULTURES  
THROUGH ELEVATED  
STREETWEAR

02

UNCOVER OUR INNER SELVES  
AND CONNECT WITH THE  
ESSENCE OF WHO WE ARE IN  
THE EDC WHITE GAZELLE

03

DESIGNED FOR EXPLORING OUR  
ESCAPE DESTINATIONS, THIS  
SILHOUETTE WITH AN  
ESPADRILLE SOLE CONNECTS  
OUR VARIED MOODS, SPARKING  
A SENSE OF FREEDOM,  
COMFORT, OR CONTEMPLATION  
WHEREVER WE ARE



# PR ROLLOUT



# STRATEGIC APPROACH

## INCUBATE

*May - June 10*

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

### **May/June**

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

## LAUNCH

*June 11 - June 14*

Initiate the launch by raising product awareness through global media placements

### **June 11**

*PR Embargo  
Securing an exclusive story with Harper's Bazaar leveraging the campaign to announce the launch*

### **June 14**

*HLD*

## SUSTAIN

*From June 14*

Sustain momentum through ongoing product coverage

### **June 20 - 23**

*Host key media and KOL at a CLOT x adidas gifting suite during Paris Men's Fashion Week, allowing guests to engage with the product, increase press coverage opportunities and build relationships*



MEDIA TARGETS

|                                                                                                                                                                        |                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                   |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <br> | <br><br> | <br><br> | <br><br> | <br><br> |
| MUSIC/ENTERTAINMENT                                                                                                                                                    | BUSINESS/TRADE                                                                                                                                                                                                                                              | FASHION / LIFESTYLE                                                                                                                                                                                                                                               | HYPE                                                                                                                                                                                                                                                              | CULTURE                                                                                                                                                                                                                                                           |
| Focus on the latest developments and news in music entertainment                                                                                                       | Current events-oriented publications focused on the latest developments + innovations within business and the stories behind them                                                                                                                           | Focus on the fashion industry and showcasing the latest collections with goals of informing and inspiring the reader                                                                                                                                              | Focus on the latest drops in streetwear, with a focus on anticipation and exclusivity and a goal of informing and inspiring the reader                                                                                                                            | Niche and/or independent publications that inject “coolness” into the brand while also reaching the target consumer.                                                                                                                                              |



# PR ASSETS



# PRESS RELEASE

**PR / Embargo Date: 06/11/2024**

**HLD: 6/14/2024**

adidas Originals by Edison Chen

Third Global Collaboration Drop: White Gazelle

**Herzogenaurach, Germany - June 11, 2024** - adidas Originals and Edison Chen announce the CLOT White Gazelle by Edison Chen, the next iteration of the growing partnership between adidas originals and Edison Chen.

Beckoning the wearer to uncover their inner selves, the latest drop is a silhouette designed for exploring the places we escape to when we need a break and find the space where we connect with our feelings: with the essence of who we are.

The CLOT Gazelle's campaign sees global superstar Jennie Kim opening the doors of her imagination and desires, inviting us to journey through her personal emotions. Set against a crisp backdrop with a muted effect, Jennie crafts her own reality with unfiltered confidence, allowing self-escapism to shine through with her unique take on the brand new sneaker silhouette.

Complete with an espadrille sole that acts as the bridge between our varied moods, the CLOT White Gazelle invites you to ignite your senses to embrace freedom and comfort, or contemplation, no matter where you are.

Continue embarking on the cultural journey with adidas Originals and Edison Chen's CLOT White Gazelle.

The CLOT Gazelle by Edison Chen is priced at \$160 USD and is available for sign-up on the Confirmed app beginning June 11<sup>th</sup>; available in stores globally June 14<sup>th</sup>.



# 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, Chengdu, Guangzhou, and Los Angeles. CLOT has also previously exhibited at New York and Paris 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, Chengdu, Guangzhou, Taipei, Taichung, Los Angeles, and online.



## PRODUCT STILLS



## PRODUCT STILLS



## CAMPAIGN STILLS



## **CAMPAIGN** **THE IDEA**

Jennie Kim opens the doors of her imagination and desires, and invited us on the journey through her personal emotions. Set against a crisp backdrop with a muted effect, Jennie crafts her own reality with unfiltered confidence, allowing self-escapism to shine through with her unique take on the brand new sneaker silhouette.





## CAMPAIGN TALENT

### JENNIE KIM

Jennie Kim is a singer and rapper in the K-pop group BLACKPINK. Jennie debuted with BLACKPINK in 2016, and the group quickly rose to global fame. She launched a successful solo career with her single "Solo" in 2018. Jennie is also growing a icon in the fashion world, forging partnerships with globally renowned brands.





# ASSETS

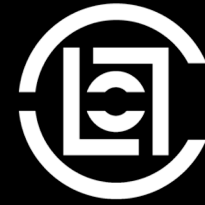
LINK TO DOWNLOAD ALL ASSETS AND TOOLS [HERE](#)

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THANK YOU