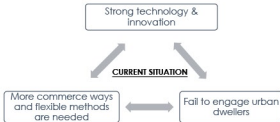




- a brand new chapter for **EXPLORATION** -

Unique opportunity to address the balance between technical function with performance-driven fashionability.



Marketing Campaign Theme: **#Athleisure Space**

Market Focus: China

Objectives:

- ❑ Improve **brand awareness** with fashion follower who desire combination between sportwear and street casual wear
- ❑ promote the brand force, market competitiveness and digital diversity

Specific Movement:

- **Crossover Pop-up Store**

X Chinese streetwear: *Bad Market*

- **Digital Campaign**

Multiple local s-commerce channels

Animated Gif/Videos and posters

Main Poster Example:



Instore Environment Examples:



- Crossover Pop-up Store

X Chinese streetwear: Bad Market

Limited Gift Examples:



- Digital Campaign

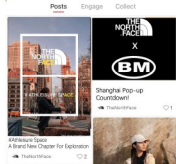
Multiple local s-commerce channels

Animated Gif/Videos and posters

Omni-Channels :



Little Red Book Push Examples:





"With a focus of China, we aims to launch multifacet digital and retail expansion while rooting in developing functional and fashionable product. "

"We are banking on redefining technical sportswear. "

Technical

Experience

Innovation

Digital Promotion & Online Communications
Retail Expansion In S-commerce Website

Pop-up Stores Development

Brand Collaboration & Campaign Launch

Evoke Purchase & Browsing

Improve sensorial & Cognitive Experience

Address Segment of Fashionability