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MEDIA



CASE STUDY - CONTINENTAL 80



CUSTOM LOOK BOOK

Complex recruited influencer stylist and model talent to create an exclusive look book to showcase the Continental 80's versatility:



Custom look book



Stylist deep dive interview



Bespoke social video



High impact display



Misc Style Pop Culture Sports Life Sneakers Programs & Plans Shows Shop

Interview: Star Stylist Leah Abbott on Her Come-Up, '90s Fashion and the New adidas Continental 80

You can never go wrong with a smart, all-white sneaker.

CONTINENTAL 80
ONLY FOR THE BOLD.

adidas

VIEW MORE

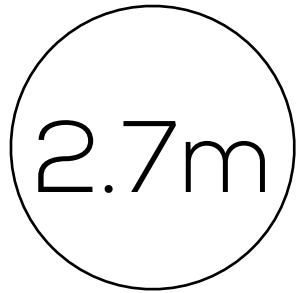
PREVEILLATI FOR COMPLEX UK

FEB 11, 2019

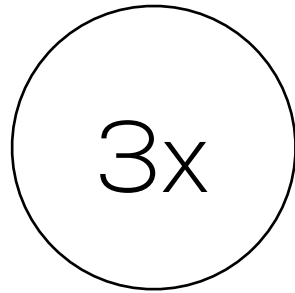


RESULTS

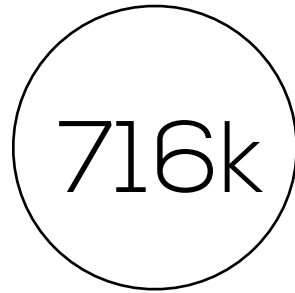
The partnership delivered:



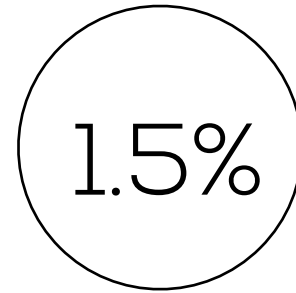
Total Impressions



Est. Article Views



Video Views



Content CTR



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