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Dear Partner,

I hope that my note finds you well.

Thank you for your continued support across Diesel, Adidas Originals and Adidas Performance protective cases for the latest generation of SmartPhones. I'd like to introduce you to an altogether new offer from TLF - **The Universal Range**.

Developed to support our current channel partners and the fashion and sports space with a mix of fashion driven accessories that supports an "on-the-go" lifestyle. Unlike the dedicated case assortment, The Universal Range is not device specific, removing any inventory challenges when hardware models change.

We've identified and focused on a number of key product categories in the development of this offer that I will detail on the next pages. This document will give a high level overview of the categories - for a more detailed product presentation, there are links at the end that will take you through to a full product presentation with all models/colours and options.

Retail Ready.

Working with the retail merchandising teams at brand level, we have a number of pre-approved POS options that can be manufactured locally to support placement in store. Having approval from Adidas and Diesel HQ not only reduces the lengthy approvals process it also delivers POS solutions that are on point with brand identity and values.



Touch



NEW adidas Originals presents the new universal **City Phone Pouch**. Compatible with 99% of all current Smartphones, the City Phone Pouch provides an "on the go" solution for carrying your smartphone and related accessories. An adjustable lanyard allows you to carry the City Phone Pouch across body/ over your shoulder or around your neck. Inbuilt storage for smaller items and (as with it's baby brother the City Tech Pouch) available in a choice of on style fashion colours.



adidas Originals presents the new universal **City Tech Pouch**. Attached to an adjustable cord, this pouch balances style and functionality: wear it around your neck or across your body. The pouch can hold almost all wireless earbuds and has an extra storage space for card, slips and notes. The sporty canvas material understated sophistication, mixed with a cool utility inspired design and bold white logo, this is the next streetwear tech accessory.



pouch

NEW adidas Originals presents the new universal Phone Pouch. Attached to an adjustable lanyard and with an additional card pocket, this pouch balances style and functionality: Wear it around your neck or across your body. The glossy black vinyl evokes understated sophistication, mixed with a cool utility inspired lanyard and bold white logo, this is the next streetwear tech accessory.





Above/Right A stylish anti-slip grip band lets you keep your phone in your hand while you take pics. This super functional grip also offers horizontal and vertical stand functions that allows you to use you to watch movies, hand free. With built-in magnets that align perfectly with your iPhone or MagSafe case, this accessory offers a magical attach experience.

Below/Left With built-in magnets that align perfectly with your iPhone or MagSafe case, this accessory offers a magical attach experience. Done up in faux leather, this iconic style has eliminated any usage of animal-based materials. With a choice of colours this item is finished with a contrast trefoil logo.



[For more information on the extended range, follow the links at the end of this PDF]





audio



Above This Diesel Wireless Speaker with a round shape creates an optimal sound experience and it can be charged with the supplied USB-C cable. It comes with a wrist strap that makes it easy to transport the speaker. The rubberized Diesel logo stands out with its contrasting white finishing the speaker in perfection.

Below These Diesel True Wireless earbuds change the way you listen to music, driven by their own sense of style and sound quality. The charging case is finished with a metal logo in the center of the lid and the rubberized ring parallel to the led lights will give you extra grip, making it easy to hold and use. The metallic finished "D" icon located on the ergonomic earbud's multi-functional button, will become visible when opening the 360° rotatable lid.



links

PRESENTATIONS:

[adidas originals universal tech assortment \(full - PDF\)](#)

[Diesel audio presentation \(full- PPT\)](#)

VIDEOS:

[adidas originals City Phone Pouch](#)

[Diesel Speaker \(lifestyle video\)](#)

[Diesel TWS \(lifestyle video\)](#)



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