

ORIGINALS

FW22 SALES PRESENTATION
- Going into production

BY TELECOM LIFESTYLE FASHION B.V.





MISSION

TO BE THE MOST INFLUENTIAL
AND CONNECTED SPORTSWEAR
BRAND IN STREET CULTURE

SEEING POSSIBILITIES FOR A CLEAN PLANET

CREDIBILITY



Sharpening brand architecture with sportswear as new consumer proposition

Regain sports credibility by orchestrating impossible moments with impossible products and enable betterment.

SUSTAINABILITY



Leading environmental programs across the entire value chain

Reduce use of plastic in production, packaging & logistics

INCLUSIVITY



Offer unique experiences and products through membership

Drive DTC and adidas own retail B&M as our premium destination.
Alignment with adidas milestone calendar.

GEN Z WOMENS CHINA



Executing a cross category women strategy to become her daily partner on her journey

Continue with bestsellers and innovate with new colorways
Introduce new products after testing.

GEN Z: ALWAYS CONNECTED, ALWAYS ON

DEMOGRAPHIC



AGE TODAY
11-26

32%
**OF GLOBAL
POPULATION**
(VS 28% GEN Y)

PERSONALITY

- THEIR MOBILE PHONES PROVIDE THEM A WINDOW INTO THE WIDER WORLD, AND A ONE-SIZE-FITS-ALL TOOL FOR SELF-EXPRESSION
- FEARFUL, BUT FEARLESSLY TAKING A STAND
- FRUGAL & PRAGMATIC, BUT BOLDLY OPTIMISTIC
- ANTIFRAGILE, & SELF-TAUGHT, BUT DEEPLY COMPASSIONATE
- DIGITAL NATIVES & PROGRESSIVE, BUT ALSO NOSTALGIC

VALUES

1. CONSCIOUS
2. CREATIVE
3. ACTION-DRIVEN
4. ENTREPRENEURIAL
5. RESOURCEFUL
6. BRAVE
7. GLOBAL CITIZENS
8. INCLUSIVE
9. FLUID

STATS

70%

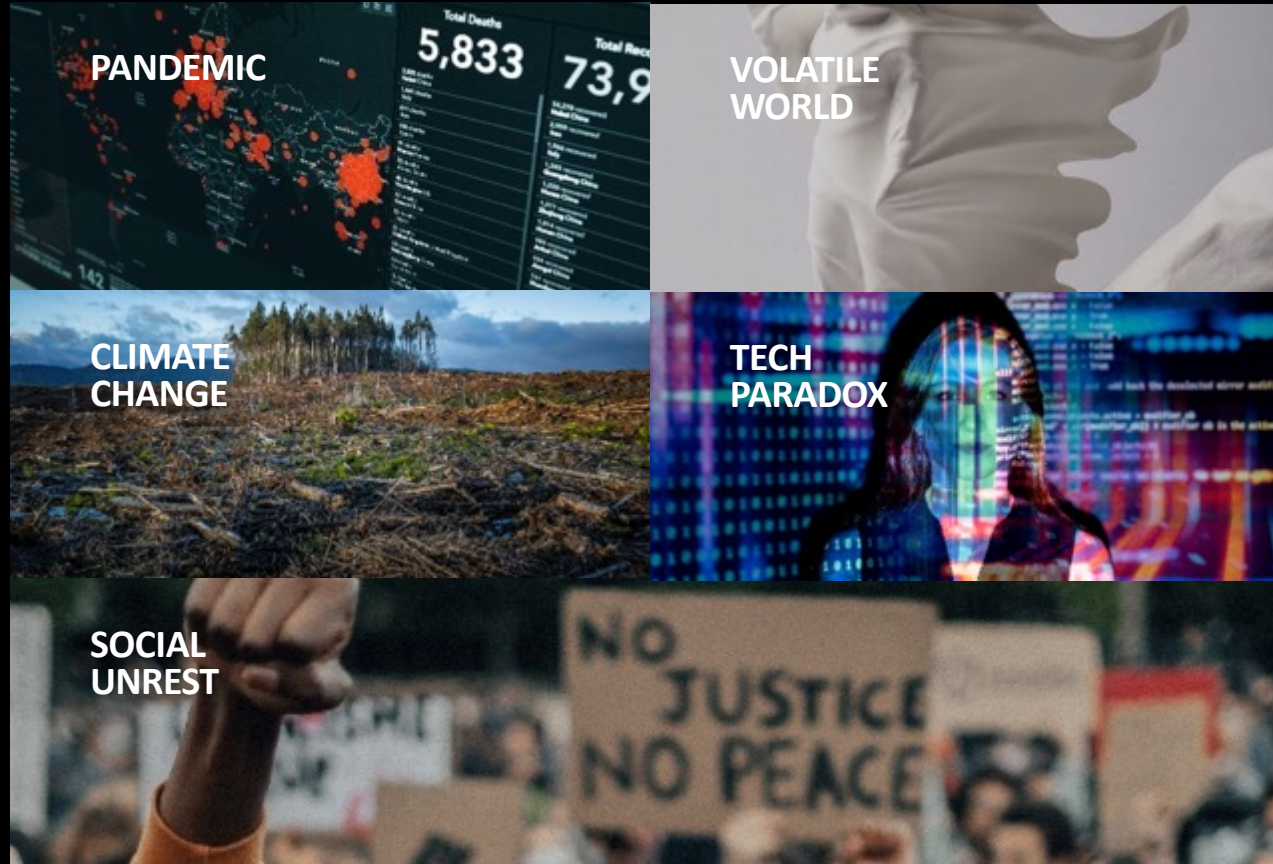
FEEL THEY NEED
TO MAKE
A DIFFERENCE

65%

SAY HAVING A
POSITIVE ATTITUDE IS
IMPORTANT TO THEM

GEN Z: ALWAYS CONNECTED, ALWAYS ON

INFLUENCING WORLD FACTORS



RESULTING OUTLOOK

**THE INFLUENCES
SHAPING THEIR
WORLD ARE THE
SAME ONES SHAPING
OUR WORLD. THEIR
JOURNEY IS OUR
JOURNEY.**

BRAND MESSAGE

WE ARE ON A JOURNEY
TOGETHER: THROUGH SPORT
WE HAVE THE POWER TO
CHANGE LIVES...

ECO SYSTEM HYPE

WE CONTINUE TO INVEST INTO OUR HYPE
ECOSYSTEM





IVY PARK BY
BEYONCE



Y3 X REAL MADRID



IVY PARK BY
BEYONCE



YEEZY BY
KANYE



GUCCI



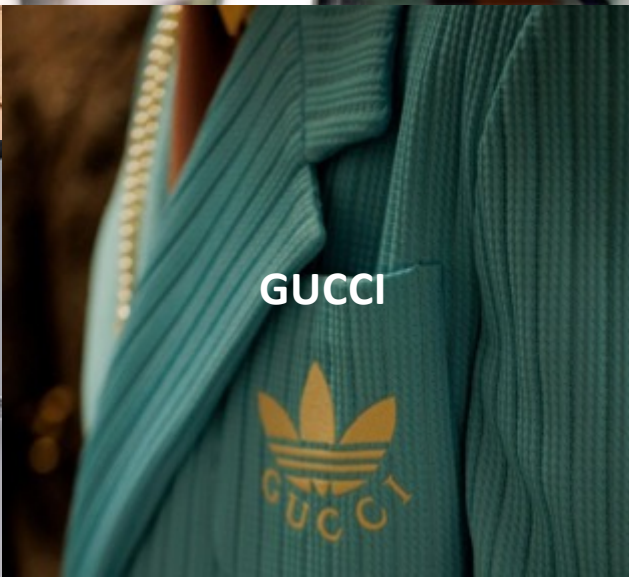
HUMANRACE BY
PHARREL WILLIAMS



BEYONCE



PRADA



GUCCI



GUCCI

METAVVERSE & NFT

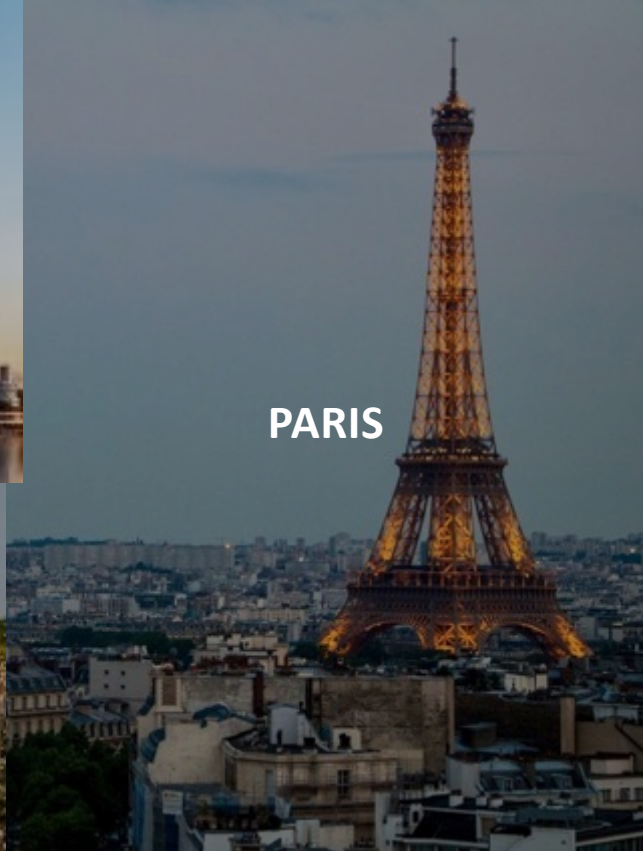




TOKYO



SHANGHAI



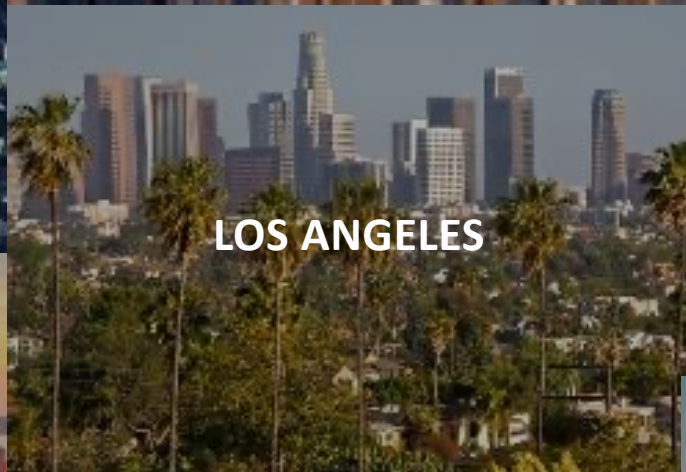
PARIS



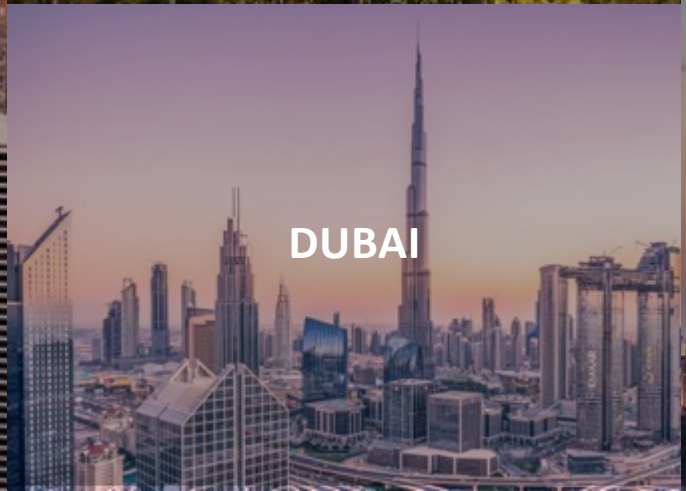
LONDON



NEW YORK



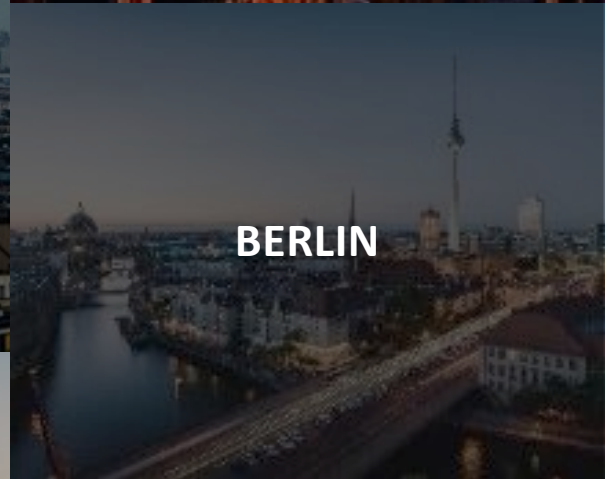
LOS ANGELES



DUBAI



BEIJING



BERLIN



SEOUL

PRODUCT PYRAMID

PRICING & RANGE MAPPING



SS22 FW22

HIGH-END

BEST

BETTER

GOOD

ENTRY

PROTECTIVE CLEAR
€ 39,95 / \$ 39,95



SAMBA BOOKLET
€ 34,95/ \$ 34,95
€ 39,95/ \$ 39,95



ICONIC BOOKLET
€ 29,95 / \$ 29,95
€ 34,95 / \$ 34,95



CLEAR CASE
€ 29,95 / \$ 29,95



MAGSAFE CASE
€ 49,95 / \$ 49,95



SAMBA PREMIUM
€ 39,95 / \$ 39,95



SAMBA BOOKLET
€ 34,95/ \$ 34,95
€ 39,95/ \$ 39,95



PROTECTIVE CLEAR
€ 39,95 / \$ 39,95



HAND STRAP CASE
€ 39,95 / \$ 39,95



ICONIC BOOKLET
€ 29,95 / \$ 29,95
€ 34,95 / \$ 34,95



PRICING PYRAMID

FW22 RANGE MAPPING

STORY

SEGMENTATION

MSRP

VISUAL ID

EXTENSION

ICONIC	SAMBA	PROTECTIVE CLEAR	HAND STRAP	SAMBA PREMIUM	MAGSAFE
SPORTY TEEN	TREND CADETTE	TREND CADETTE	TREND CADETTE	TREND CADETTE	TREND CADETTE
NEXT GEN	NEXT GEN	METRO STROLLER	GLAM BABE	NEXT GEN	METRO STROLLER
MOULDED € 29,95 / \$ 29,95 BOOKLET € 34,95 / \$ 34,95	MOULDED € 34,95/ \$ 34,95 BOOKLET € 39,95/ \$ 39,95	€ 39,95 / \$ 39,95	€ 39,95 / \$ 39,95	€ 39,95/ \$ 39,95	€ 49,95 / \$ 49,95



PHONE CASES





iconic

Protect your smartphone in iconic street style with this black and white adidas Originals case. With a durable casing and a raised edge to protect the camera, this is a perfect protective classic. A large contrasting logo honors adidas DNA.

Colors



Available for

- 6 / 6S / 7 / 8 / SE
- 11
- 12 / 12 PRO
- 13 (dedicated)
- 13 / 13 PRO (duo compatible)
- 13 PRO MAX (dedicated)
- 14
- 14 PRO
- 14 PLUS
- 14 PRO MAX

MSRP

€ 29,95

\$ 29,95

Launch

ALWAYS ON



DROP PROTECTION
DROP TESTED
1,5 METER / 5 FEET



BRANDING
LARGE PRINTED TREFOIL
LOGO



WIRELESS
WIRELESS CHARGING
COMPATIBLE



EASY ACCESS
TO ALL FUNCTIONS
& BUTTONS





samba

A legacy item in adidas originals history, this case goes back to the roots of street style. Done up in faux leather, this icon has eliminated any usage of animal-based materials. With a black leather-like front, white stitched serrated 3-stripes and TPU edges this item mirrors the look and feel of the original Samba. This item is finished with a contrast trefoil logo.

Colors



Available for

- 11
- 12 / 12 PRO
- 13 (dedicated)
- 13 / 13 PRO (duo compatible)
- 13 PRO MAX (dedicated)
- 14
- 14 PRO
- 14 PLUS
- 14 PRO MAX

MSRP

€ 34,95

\$ 34,95

Launch

ALWAYS ON



DROP PROTECTION
DROP TESTED
1,5 METER / 5 FEET



BRANDING
STITCHED 3 STRIPES &
PRINTED TREFOIL LOGO



WIRELESS
WIRELESS CHARGING
COMPATIBLE



EASY ACCESS
TO ALL FUNCTIONS
& BUTTONS





samba booklet

A legacy item in adidas originals history, this case goes back to the roots of street style. With a black leather-like outer, white stitched serrated 3-stripes and TPU edges, this folio booklet is both adidas legacy and functionality and mirrors the look and feel of the original Samba. This item is finished with a contrast trefoil logo.

Colors



MSRP

€ 39,95

\$ 39,95

Available for

- 12 / 12 PRO
- 13 (dedicated)
- 13 / 13 PRO (duo compatible)
- 14
- 14 PRO
- 14 PLUS
- 14 PRO MAX

Launch

ALWAYS ON



DROP PROTECTION
DROP TESTED
1,5 METER / 5 FEET



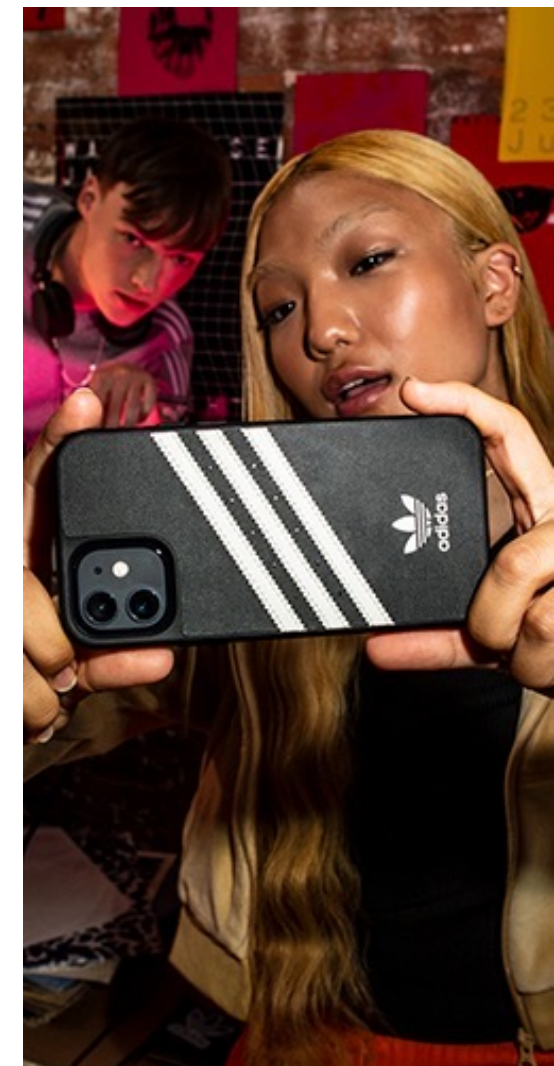
BRANDING
STITCHED 3 STRIPES &
PRINTED TREFOIL LOGO



WIRELESS
WIRELESS CHARGING
COMPATIBLE



POCKET
INTEGRATED POCKET FOR
ONE CARD





samba premium

A legacy item, backed with the legendary, serrated 3 stripes. The edgy pink vinyl croco leather-look gives it the perfectly elegant twist for a fashion accessory. Finally, the Trefoil logo guarantees that this case is part of the adidas Originals family.



Colors



MSRP

€ 39,95
\$ 39,95

Available for

- 12 / 12 PRO
- 13 / 13 PRO (duo compatible)
- 13 PRO MAX (dedicated)
- 14
- 14 PRO
- 14 PLUS
- 14 PRO MAX

Launch

FW22 - NEW



DROP PROTECTION
DROP TESTED
1,5 METER / 5 FEET



BRANDING
STITCHED 3 STRIPES &
PRINTED TREFOIL LOGO



WIRELESS
WIRELESS CHARGING
COMPATIBLE



EASY ACCESS
TO ALL FUNCTIONS
& BUTTONS





protective clear

This adidas Originals Protective Clear Case is designed to stand up to drops. This case is built for maximum protection of your device. The 3-Stripes air pockets in the corners, provide additional impact cushioning. The case also sports one large unobstructive 3D trefoil logo, so you can show off your phone and your love of adidas Originals.

Colors



MSRP

€ 39,95

\$ 39,95

Available for

- 11
- 12 / 12 PRO
- 13 (dedicated)
- 13 / 13 PRO (duo compatible)
- 13 PRO MAX (dedicated)
- 14
- 14 PRO
- 14 PLUS
- 14 PRO MAX

Launch

ALWAYS ON



DROP PROTECTION
DROP TESTED
1,5 METER / 5 FEET



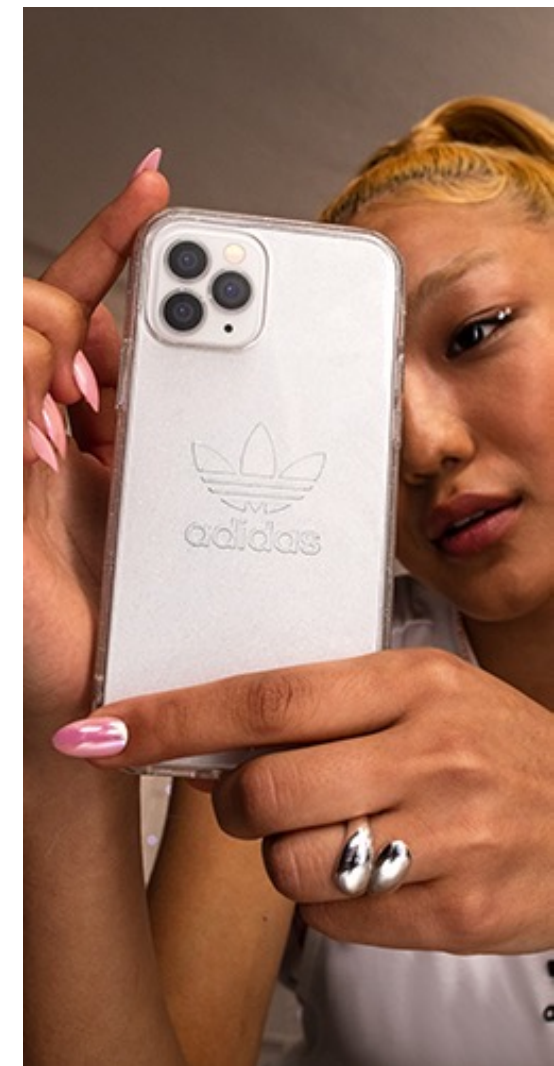
BRANDING
FROSTED 3D TREFOIL
LOGO



WIRELESS
WIRELESS CHARGING
COMPATIBLE



**3-STRIPES AIR POCKET
PROTECTION**
PROVIDES ADDITIONAL
PROTECTION ON IMPACT





magsafe clear

The brand-new MagSafe Clear Case addition, is a clear graphic case. This case keeps you stylish and fully in charge. With built-in magnets that align perfectly with your iPhone, this case offers a magical attach experience and faster wireless charging. The dual floral color design give your phone an elegant and trendy feel with pastels and gold foils to accentuate the flowers and Originals' Trefoil logo.

Colors



MSRP

€ 49,95
\$ 49,95

Available for

- 12 / 12 PRO
- 13 (dedicated)
- 13 / 13 PRO (duo compatible)
- 13 PRO MAX (dedicated)
- 14 PRO
- 14 PLUS
- 14 PRO MAX

Launch

FW22 - NEW



DROP PROTECTION
DROP TESTED
1,5 METER / 5 FEET



BRANDING
PRINTED GRAPHIC &
METALLIC TREFOIL LOGO



MAGSAFE
MAGSAFE CHARGING
COMPATIBLE



EASY ACCESS
TO ALL FUNCTIONS
& BUTTONS





magsafe graphic

The brand-new MagSafe addition, is a printed graphic case. This case keeps you stylish and fully in charge. With built-in magnets that align perfectly with your iPhone, this case offers a magical attach experience and faster wireless charging. Revel in the nostalgia: The dual layer case design pays homage to the rich adidas history with a collage of legacy art. A dark gradient backs the contrasting white Trefoil logo.

Colors



MSRP

€ 49,95
\$ 49,95

Available for

- 12 / 12 PRO
- 13 (dedicated)
- 13 / 13 PRO (duo compatible)
- 13 PRO MAX (dedicated)
- 14 PRO
- 14 PLUS
- 14 PRO MAX

Launch

FW22 - NEW



DROP PROTECTION
DROP TESTED
1,5 METER / 5 FEET



BRANDING
PRINTED GRAPHIC &
TREFOIL LOGO



MAGSAFE
MAGSAFE CHARGING
COMPATIBLE



EASY ACCESS
TO ALL FUNCTIONS
& BUTTONS





hand strap case

Dress your smartphone in iconic street style with this adidas Originals Hand Strap Case. The phone case offers a grip band that can easily be retracted which allows the phone to be carried securely in the hand. This helps to prevent drops and offers a horizontal stand function. It features premium studs with engraved Trefoil logos. The oversized contrasting Trefoil logo on the leather-like inlay shouts adidas Originals.

Colors



Available for

- 12 / 12 PRO
- 13 / 13 PRO (duo compatible)
- 13 PRO MAX (dedicated)
- 14
- 14 PRO
- 14 PLUS
- 14 PRO MAX

MSRP

€ 39,95
\$ 39,95

Launch

FW22 - NEW



DROP PROTECTION
DROP TESTED
1,5 METER / 5 FEET



BRANDING
PRINTED TREFOIL LOGO



WIRELESS
WIRELESS CHARGING
COMPATIBLE



HAND STRAP
FLEXIBLE HAND STRAP
OFFERS A COMFORTABLE
GRIP



PACKAGING



sustainable packaging update



retail packaging

The NEW packaging would result in a lower carbon footprint in terms of production and shipping. Additionally with zero plastic usage and an overall drop of material usage due to adjusted sizing, this is a major improvement.

With the new premium packaging design, we have added to the consumer's unboxing experience. This has the promising potential of more social exposure and returning customers.

**calculations based on iPhone 13 pro dimensions and launch volumes*

sustainable packaging details



PACKAGING SIZE

IPHONE 13 MINI
IPHONE 13 / 13 PRO
IPHONE 13 PRO MAX

W x L x H

78 x 21 x 152 mm
90 x 21 x 164 mm
98 x 21 x 178 mm

RETRACTABLE HOOK

space saving design during shipping and storage.
the hook is protected and cannot damage during transport



to prevent theft the boxes will be sealed with bio-transparent seals as seen above

sustainable packaging details



SMALL ACCESSORY

72 x 72 x 22 mm



IPHONE 13 MINI

78 x 21 x 152 mm



IPHONE 13 / 13 PRO

90 x 21 x 164 mm



IPHONE 13 PRO MAX

98 x 21 x 178 mm

PACKAGING SIZE

By adapting the size of the packaging to the product, we utilise space in a more sustainable way. You will be able to ship – and store – more products in the same volume as before.

The adapted box size will fit the products perfectly, communicating attention to detail to the consumer.

PRODUCT CAMPAIGN

ME, by ME.



CAMPAIGN OBJECTIVES

AUTHENTIC



The Campaign

ME, by ME is about showing the world who you are, captured in the way you want to be portrayed - whether that is a self-portrait in a curated environment or an expression of your mood in that moment.

It also shows how we still have the control & freedom to change our expression, and celebrate our originality, whatever form it takes.

ENGAGE WITH GEN Z



Target Market

Our audience uses their phone as the ultimate expression of their identity & style – a communication tool to celebrate themselves in a self-portrait that offers an insight into their world - sharing positivity among their circles & in their communities.

- Streetwear hound
- Trend cadette
- Sporty teen

Created through this lens, with the knowledge that both sporty teens and trend cadettes look to the streetwear hound for guidance, ultimately guarantees that the brand is seen as elevated, authentic and exciting for all consumer groups. Adidas originals cases empower creators and creator culture.

BE CULTURALLY RELEVANT



ME, by ME

CAMPAIGN ASSETS

SPRING/SUMMER 2022: ME, by ME



FALL/WINTER 2022: *TBC



STRATEGY

STORY X PRODUCT X AVAILABILITY



X



X



FOCUS ON “WHY”

- Impossible moments
- Inspiring moments
- Consumer insights
- Benefits
- Me, by ME

ELEVATE PRODUCTS

- Product Portfolio
- Innovation
- Materials

SEGMENTATIONS STRATEGY

- DtC
- Elevate Key Accounts
- Exclusivities

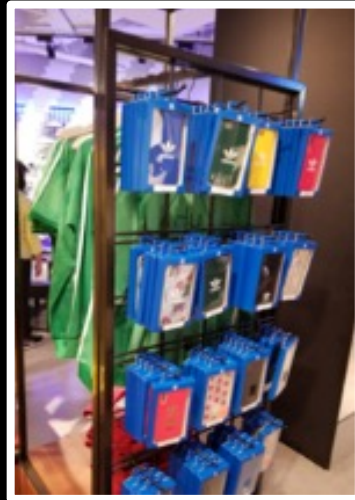
COMMUNICATION CHANNELS & OBJECTIVES

FALL/WINTER 2022



PAID MEDIA /ATL

- Gain momentum and category awareness.
- Activate paid-media to reach targeted audiences via social.



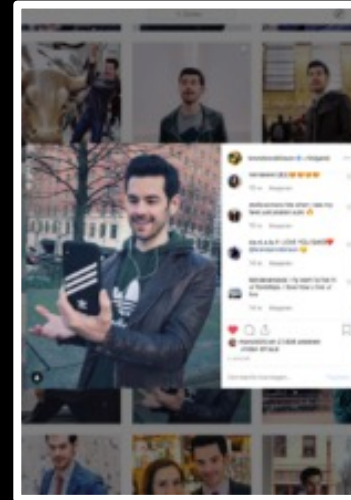
RETAIL

- Retail excellence in WHS channels.
- Display and merchandising in adidas Brand stores.



DIGITAL

- Gain momentum and category awareness.
- Activate paid-media to reach targeted audiences via social.



SOCIAL

- Build a social community around adidas cases.
- Drive consumers to adidsacases.com.



PR

- Create excitement and energy around new products.
- Show off authentic usage of our products.



ACTIVATION

- Create unexpected 1:1 experiences that drive conversion.
- Create giveback moments to adidas streetwear hoods.

THANK YOU!

MADE UNDER LICENSE FROM ADIDAS AG

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