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Brands A-Z: Adidas (Brands A to Z)

Peng Yangjun, Chen Jiaojiao

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Brands A-Z is a series that tells the story of independent, creative and alternative brands, with each title delving into the history of chosen brands, reflecting its corporate culture and showcasing it winning designs. The book on Adidas focuses in the definitive advertising campaigns by the brand, charts the creative thinking processes that produced the much-acclaimed campaigns over the years and showcases a series of creative artwork, Brand A-Z: Adidas also features interviews with designers and incorporates the corporate culture of the brand to give the readers an insight into the street wear German brand.This visually stimulating book is a must-have for fans of the brand and also serves as an inspiration for designers and those in the advertising industry.

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