

adidas Australia Pty Ltd in Apparel and Footwear (Australia)

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Abstracts

Capitalising on the growing demand of sports apparel by female consumers, adidas reinforced the promotion of the Stella McCartney range with a number of activities through the year like the mirrored tennis court event in Melbourne in January. The event involved the participation of female players and adidas ambassadors playing on a mirrored court.

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