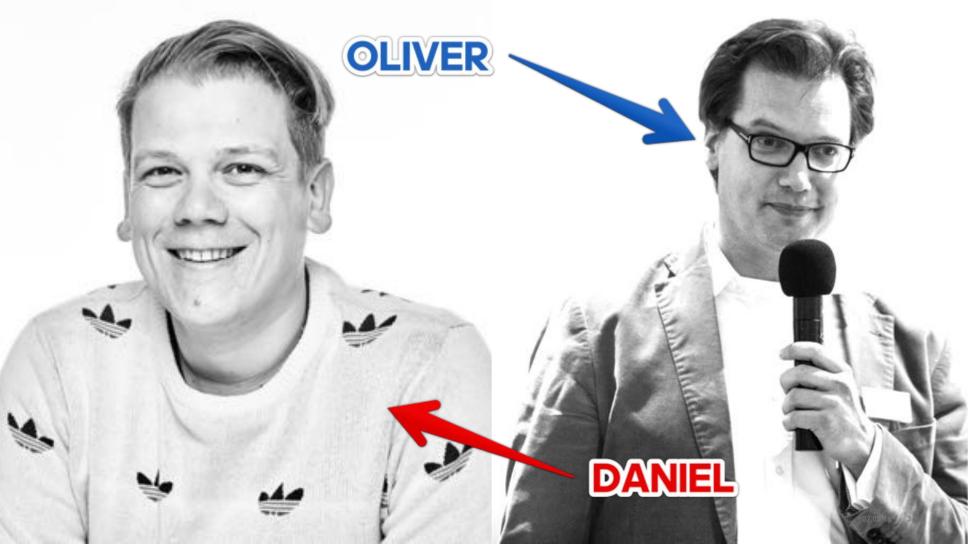
adidas

THE EMPEROR'S NEW SHOES

KUBECON COPENHAGEN 2018

WHO ARE WE?



adidas III - W

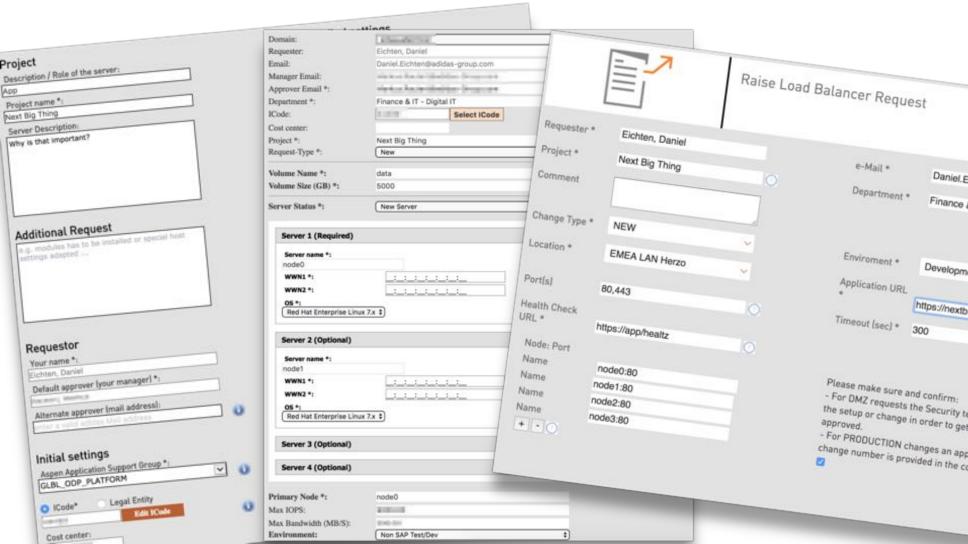


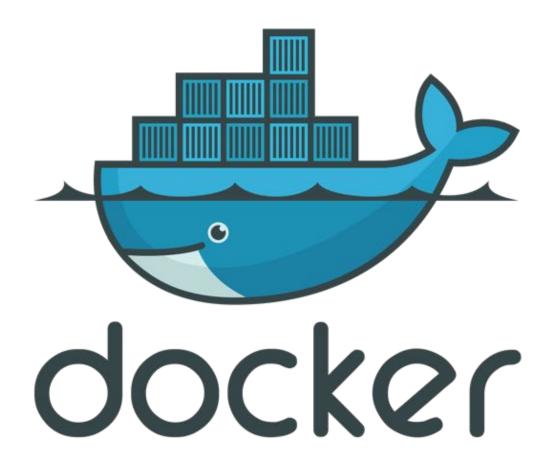


LATE 2013 DCMOVE



WHY?



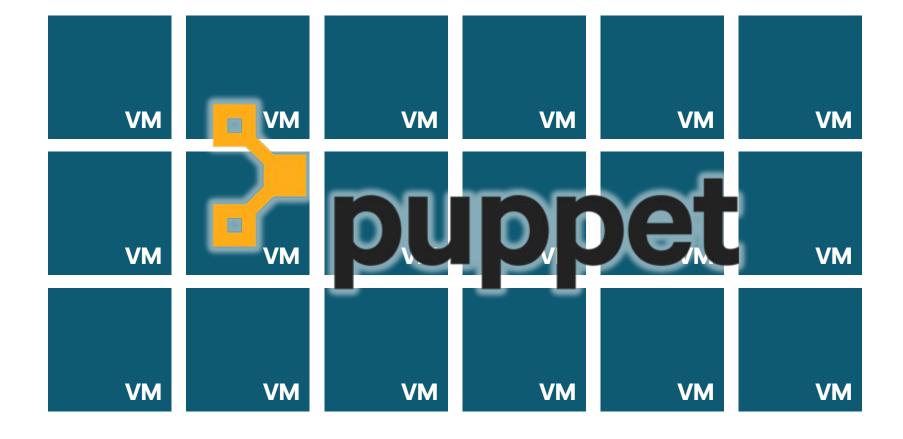


WOAH



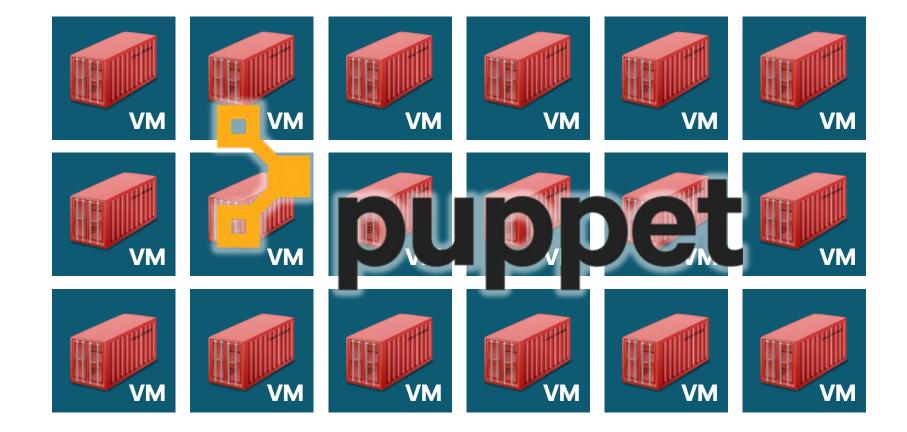














https://www.youtube.com/watch?v=4ZCa4fbr6Zo

JULY 2015





WOAH









OUR STRATEGY FOR CREATING THE NEW

