Harrods

SNEAKER WARS

Sneaker war

The gameplay will be based on Candy Crush.

22 different pairs of sneakers will be used in the game.

Goal: score a maximum of points by aligning 3 or more shoes to make them blow and generate some points.

Basic gameplay

- The duration of each game is limited to 3 minutes.

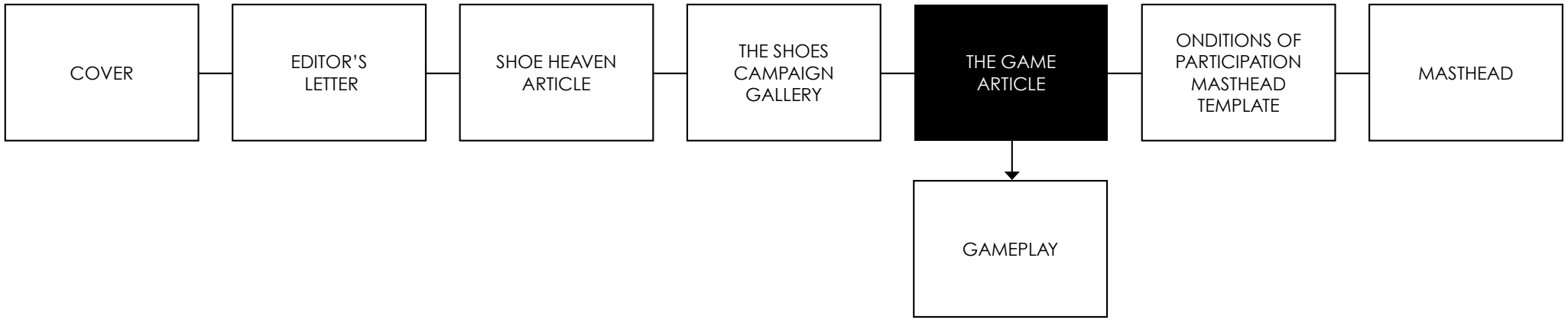
- Align 3 or more sneakers to blow them up and score xxx points vertically or horizontally.

- When 4, 5 or 6 shoes are blown up, it creates a Magic ball that will randomly jump through the board and destroys sneakers.
    - 4 shoes: it creates a bronze magic ball that will destroy 1/3 of the sneakers on the board
    - 5 shoes: it creates a silver magic ball that will destroy 1/2 of the sneakers on the board
    - 6 shoes: it creates a gold magic ball that will destroy all the sneakers on the board

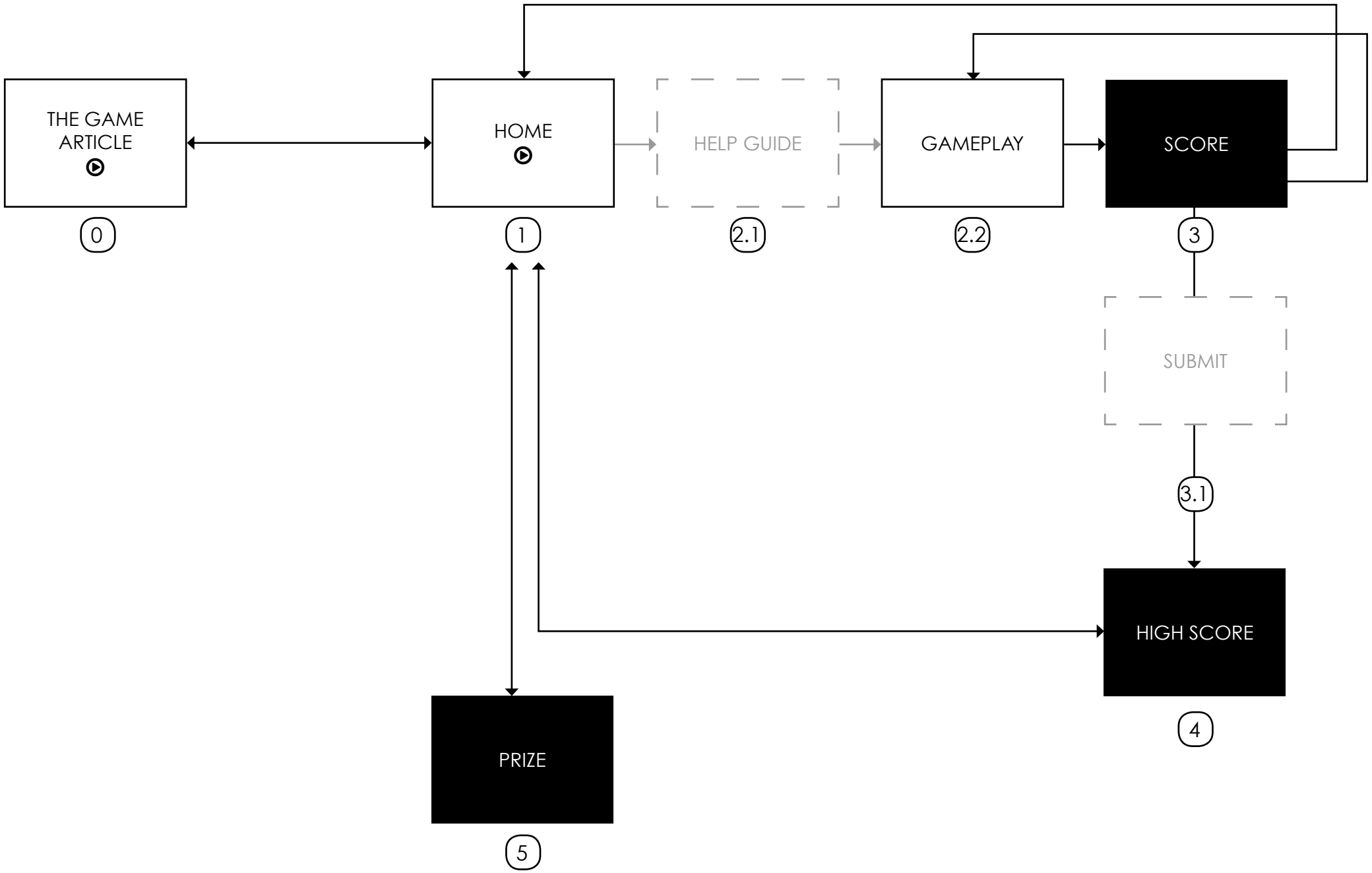
The basketball could also be created by a square of 4 identical sneakers.

In addition, if you can think of an extra trick that would give a nice polishing to the game, that would be awesome.

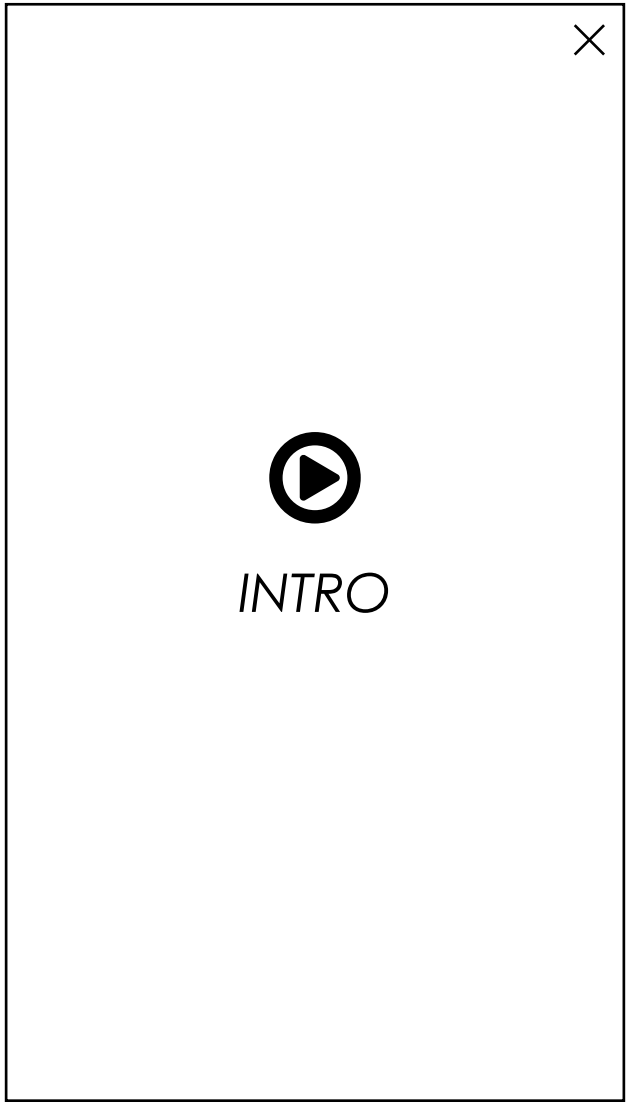
SUPPLEMENT


COVER
EDITOR'S LETTER
SHOE HEAVEN ARTICLE
THE SHOES CAMPAIGN GALLERY
THE GAME ARTICLE
ONDITIONS OF PARTICIPATION MASTHEAD TEMPLATE
MASTHEAD
GAMEPLAY

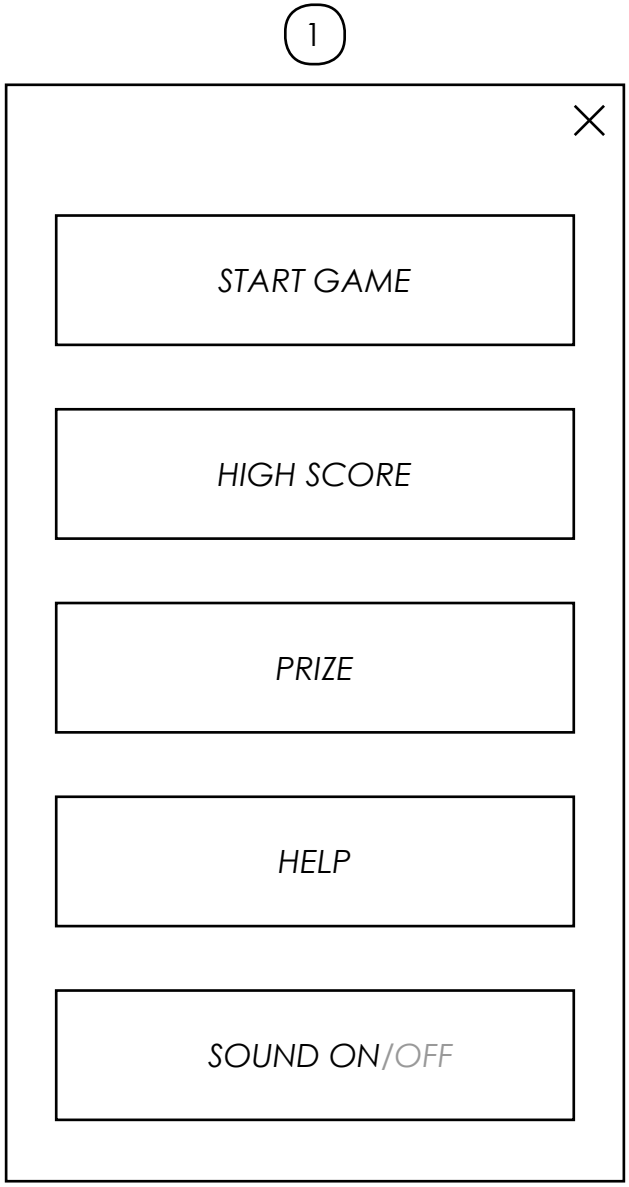
GAME


THE GAME ARTICLE
0
HOME
1
HELP GUIDE
2.1
GAMEPLAY
2.2
SCORE
3
SUBMIT
3.1
HIGH SCORE
4
PRIZE
5

WIREFRAM HOME



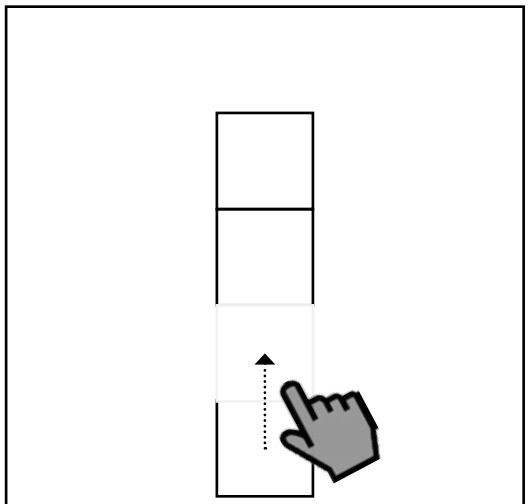
WIREFRAM HOME



WIREFRAM HELP GUIDE

2.1

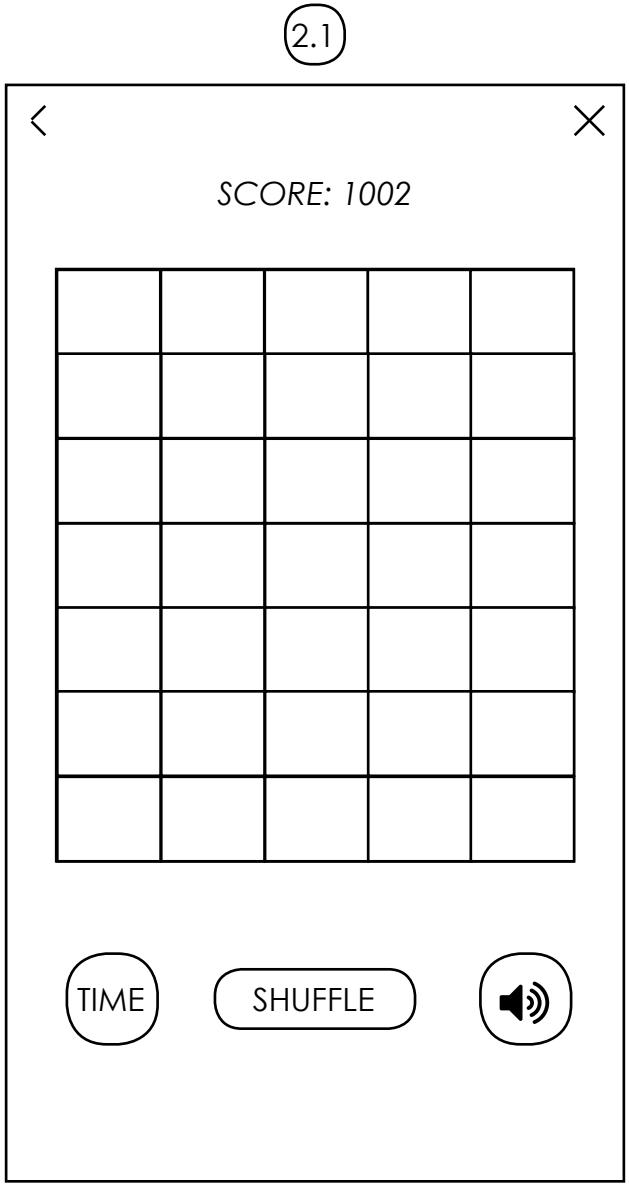
MATCH



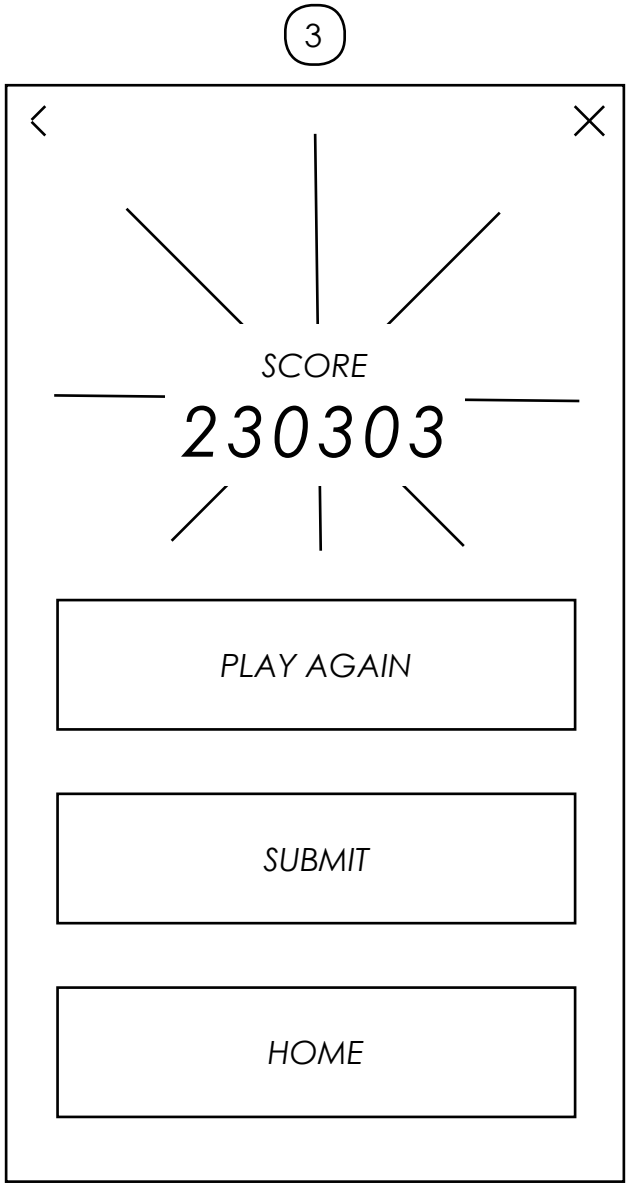
TAP AND SLIDE THE
SHOES TO MAKE A
ROW OF 3

EXCELLENT!
NOW MATCH 4 OR MORE SHOES
IN A ROW TO GET BONUS POINTS

WIREFRAM GAME

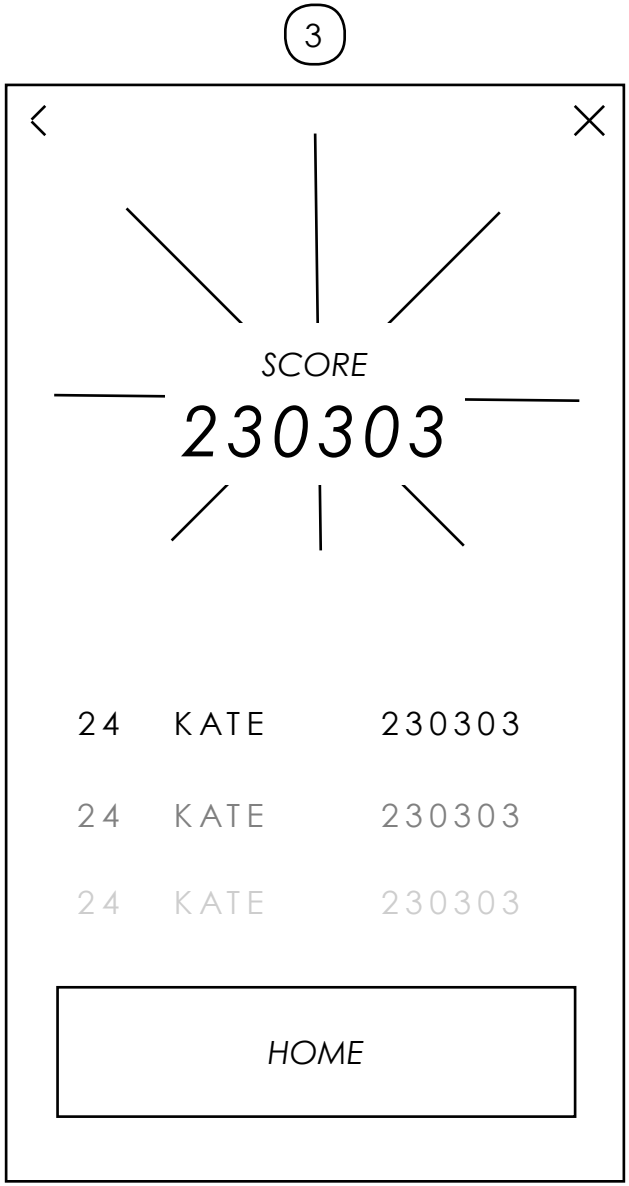


WIREFRAM SCORE



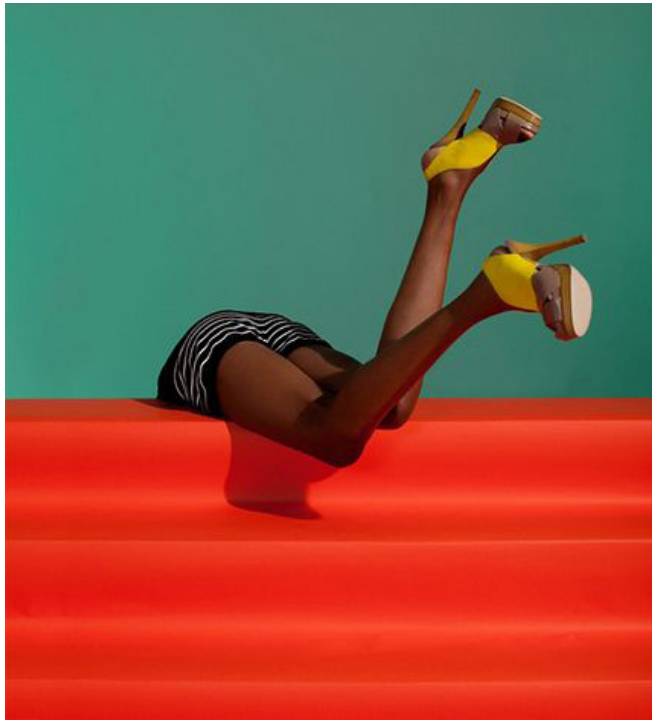
WIREFRAM SUBMIT

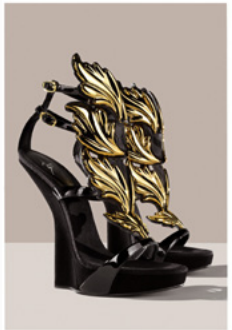
WIREFRAM HIGHT SCORE



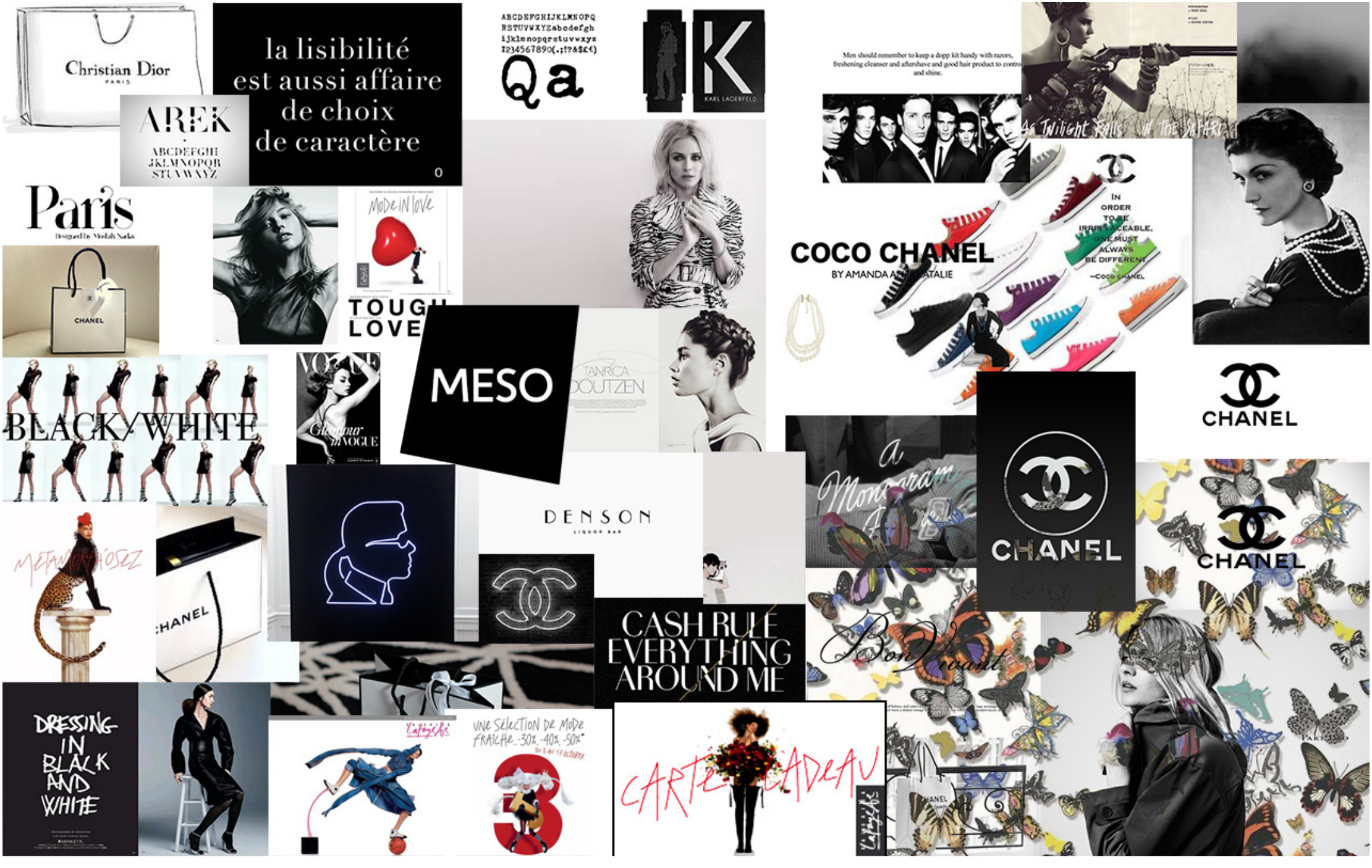
WIREFRAM PRIZE

INSPIRATION





INSPIRATION



FASHION STILLS - PHOTO SHOOT*

PRODUCTS - SNEAKERS

Balenciaga

D&G
black

D&G
red

Hogan

Valentino

Prada
yellow

Prada
navy

Prada
pink

Prada
blue

Buscemi

PRODUCTS - SNEAKERS

Rene Caovilla

Stuart Weitzman

Tod's

Givenchy

Jimmy Choo

Lou Boutin

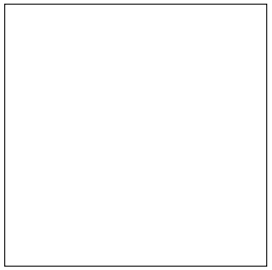
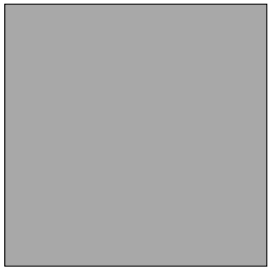
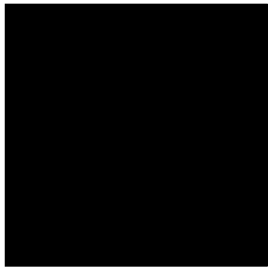
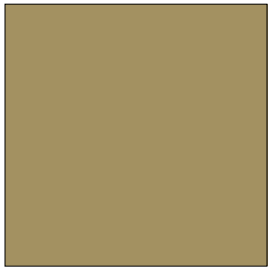
Gina

Gina white

Gucci

Dior

HARRODS COLOURS

Gold	*Grey*	*Soft Black*	*Gold*	*Harrods Green*
				
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FONTS - GOTHAM*

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

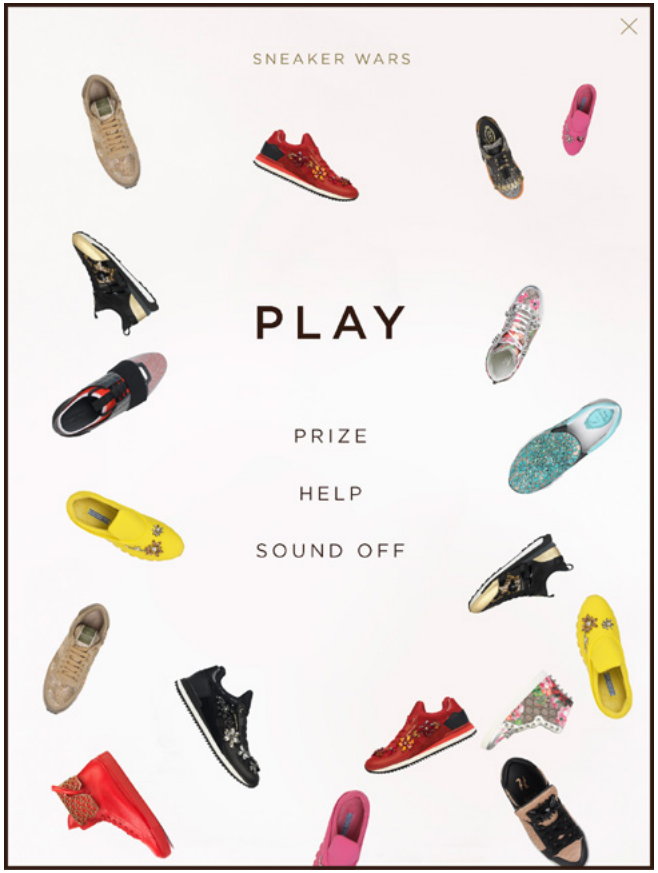
Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Book Italic

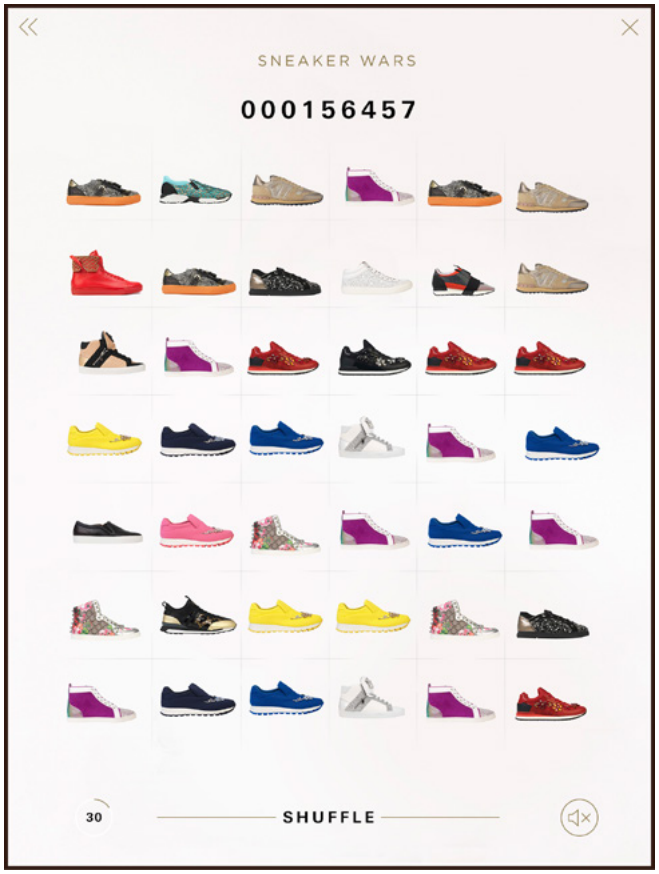
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

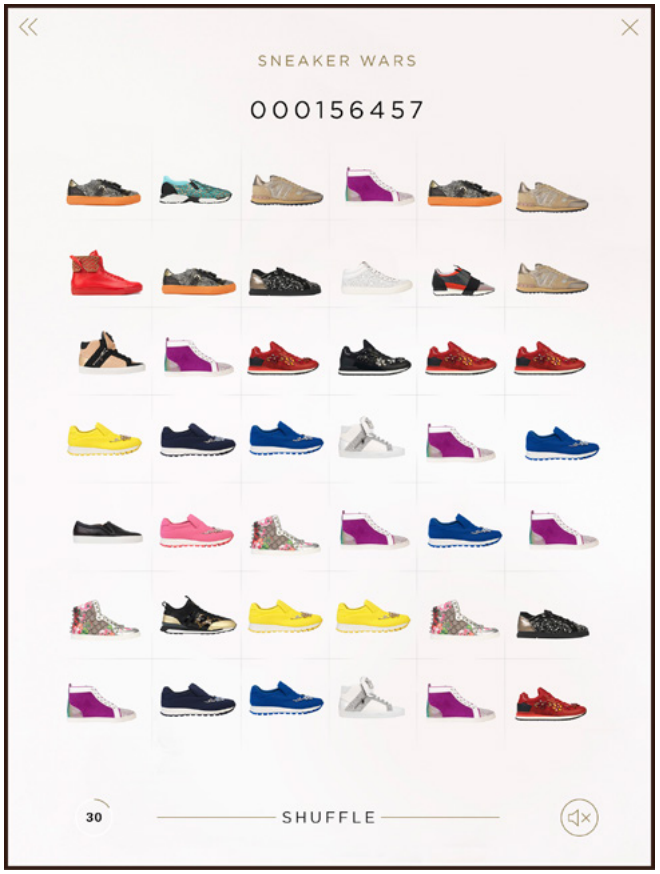
LANDING PAGE



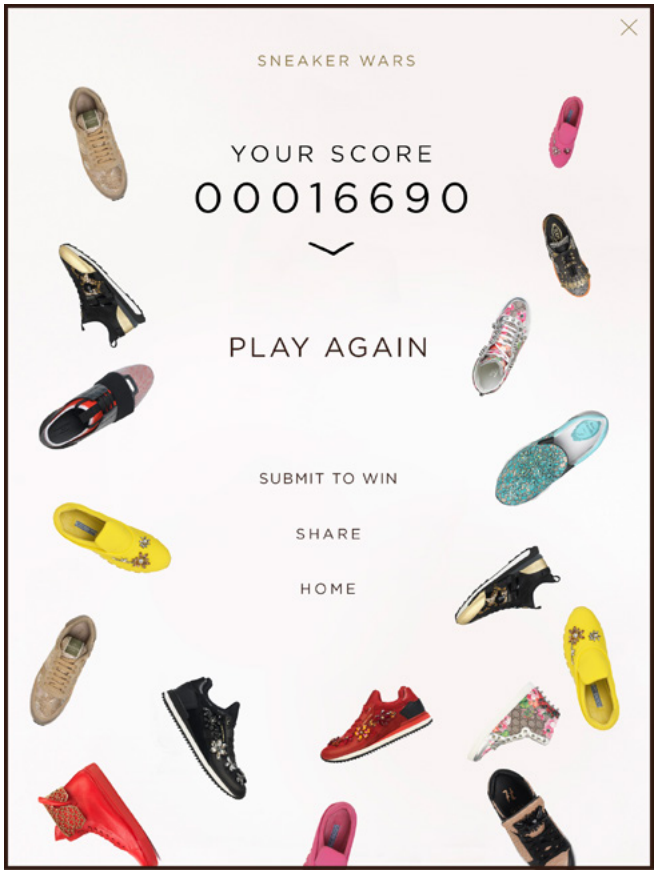
GAME PAGE

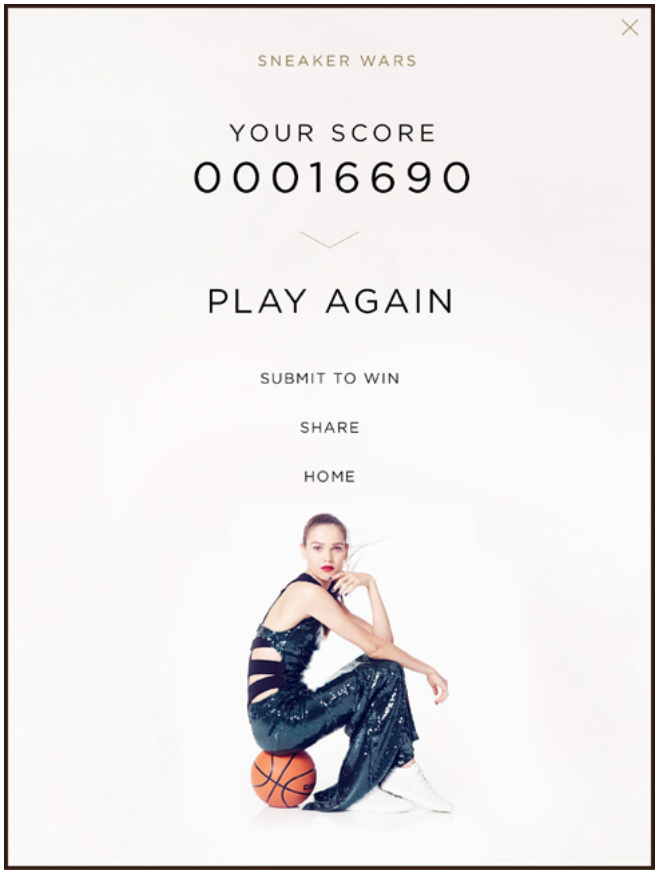
SNEAKER WARS
00012356
30
SHUFFLE


SNEAKER WARS
000156457
30
SHUFFLE


SNEAKER WARS
000156457
30
SHUFFLE

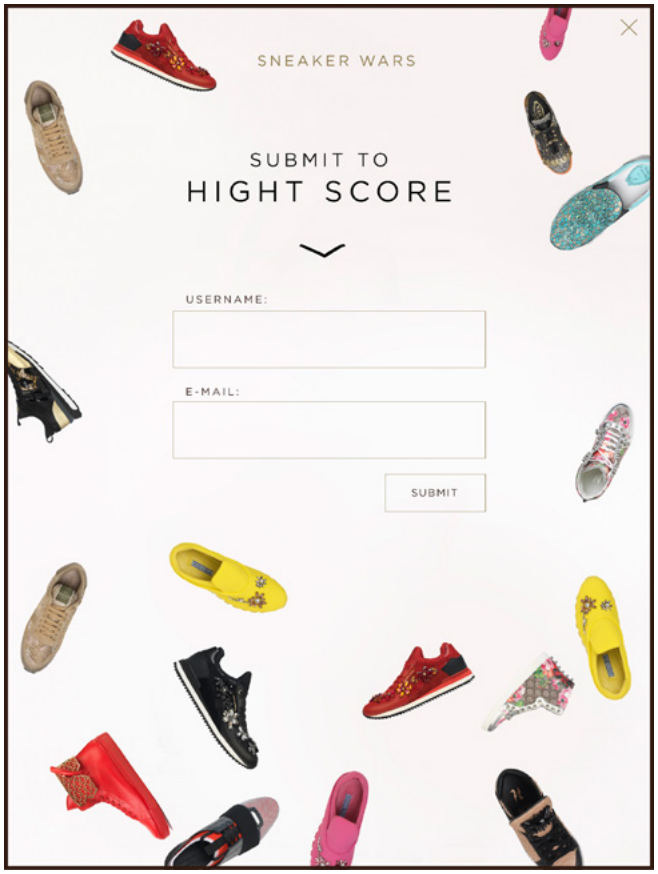
SCORE PAGE

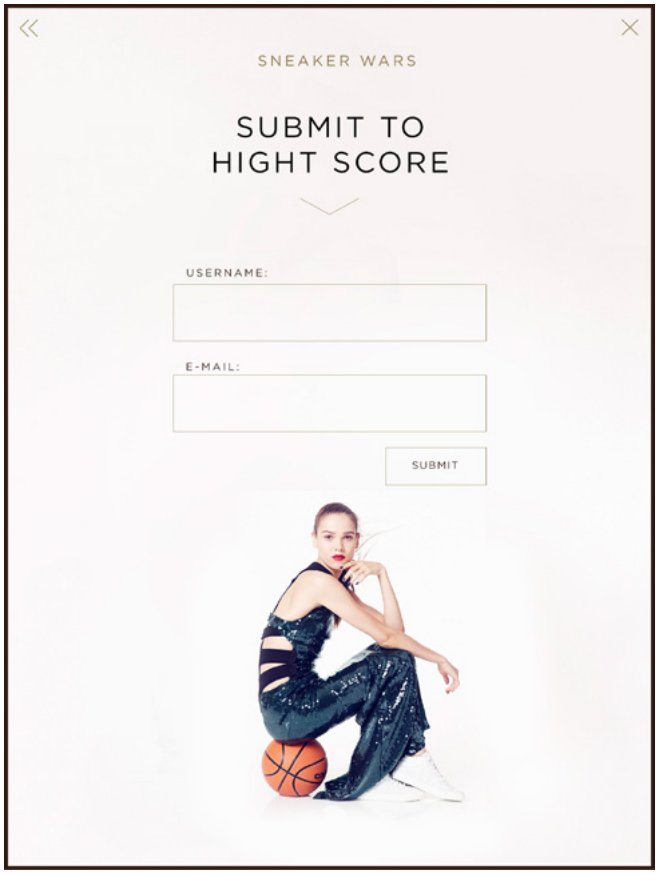

SNEAKER WARS
YOUR SCORE
00016690
PLAY AGAIN
SUBMIT TO WIN
SHARE
HOME

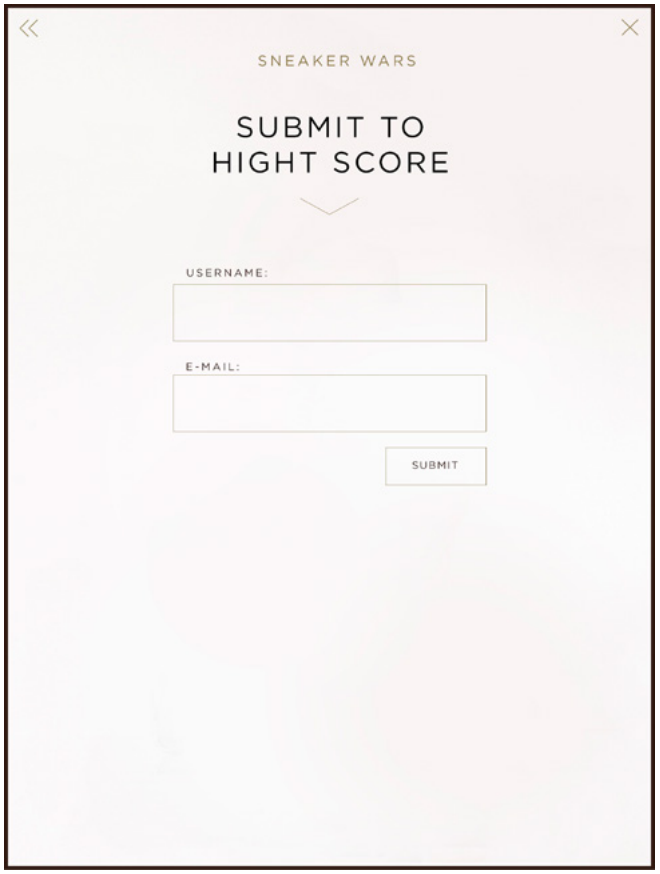

SNEAKER WARS
YOUR SCORE
00016690
PLAY AGAIN
SUBMIT TO WIN
SHARE
HOME

SNEAKER WARS
YOUR SCORE
00016690
PLAY AGAIN
SUBMIT TO WIN
SHARE
HOME

HIGHT SCORE SUBMIT PAGE

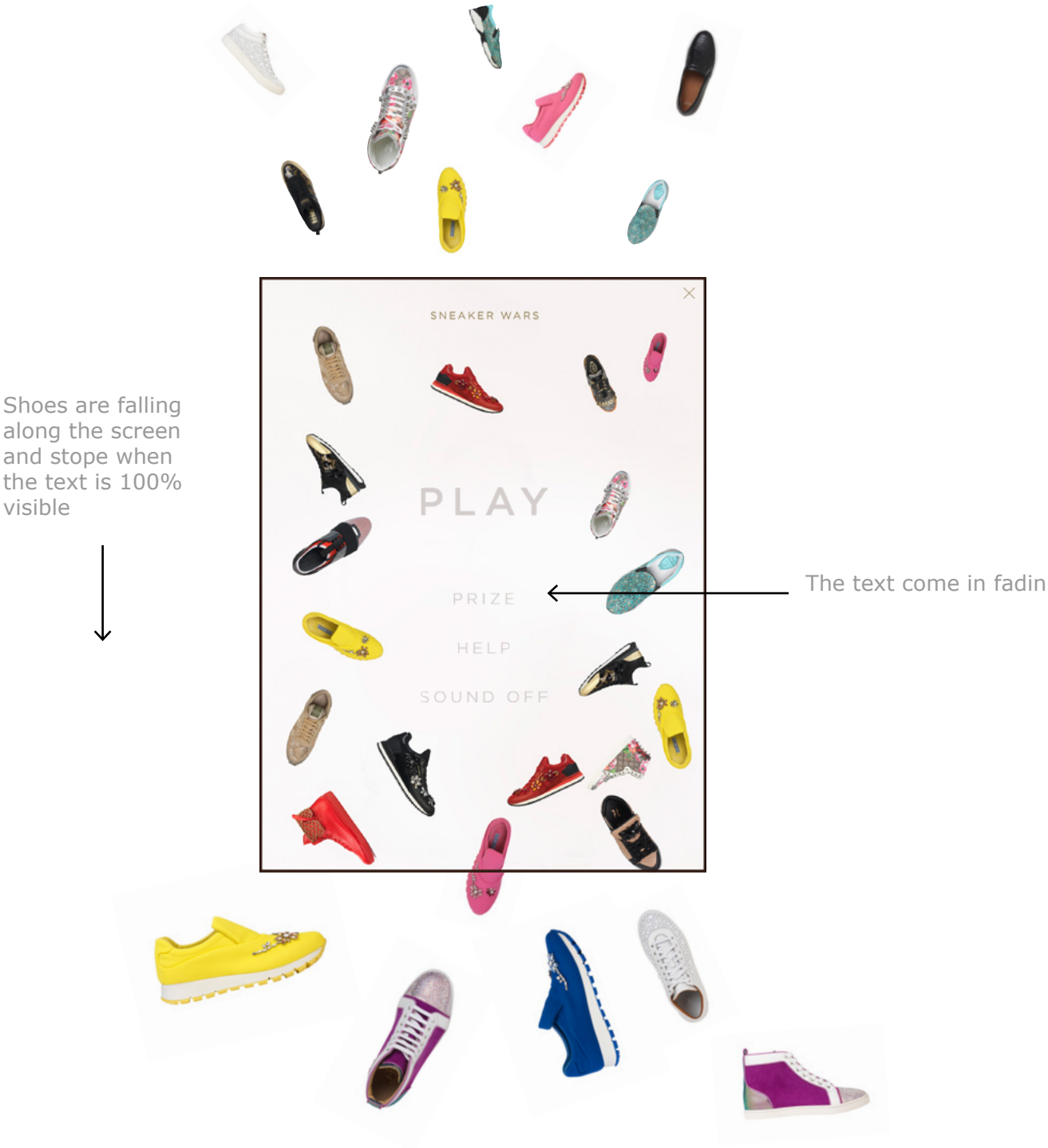






BACKGROUND

INTERACTION



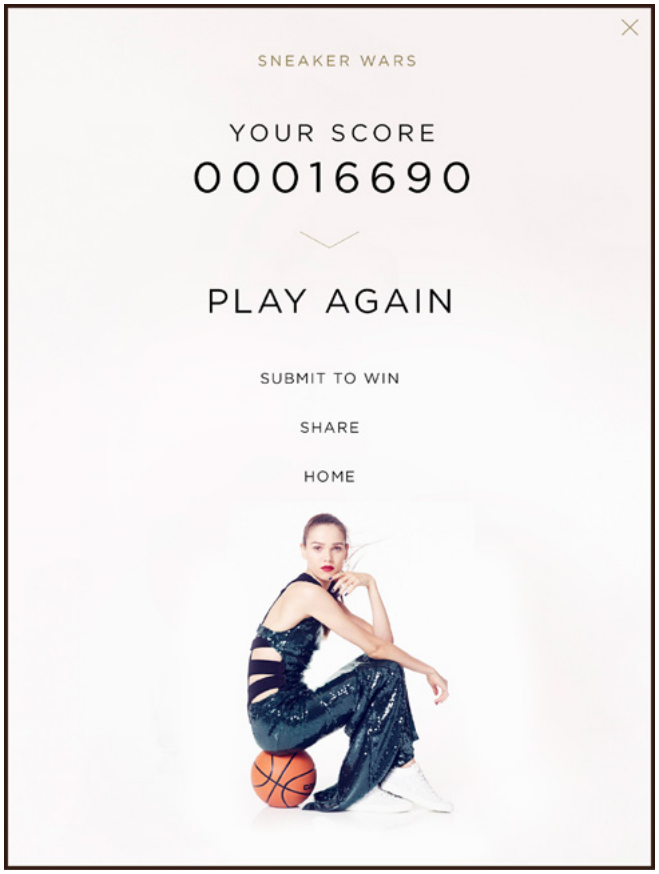
Shoes are falling along the screen and stope when the text is 100% visible

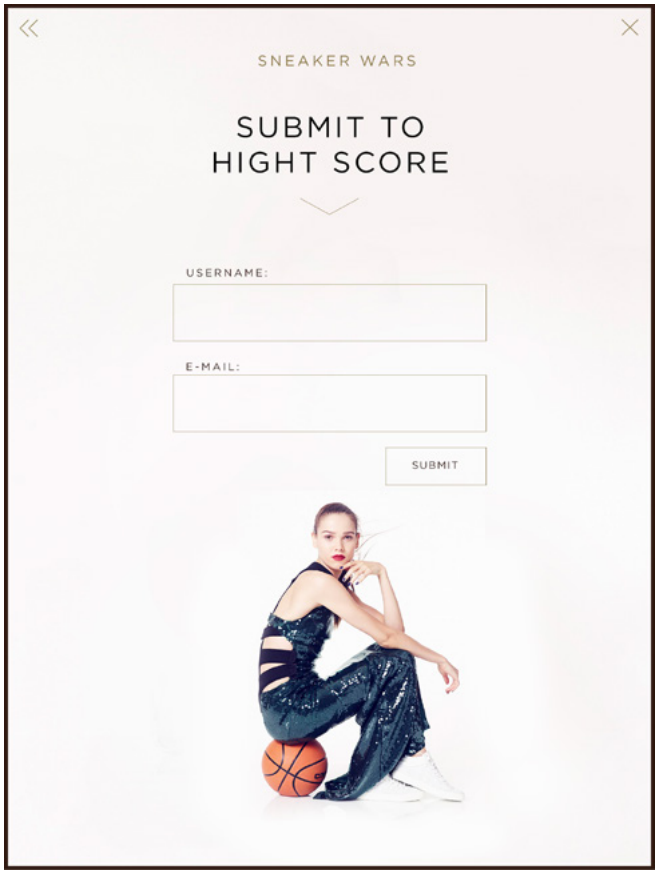
The text come in fadin

INTERACTION

The girl come in smoke

When you click on submit to win just the content move in fadin

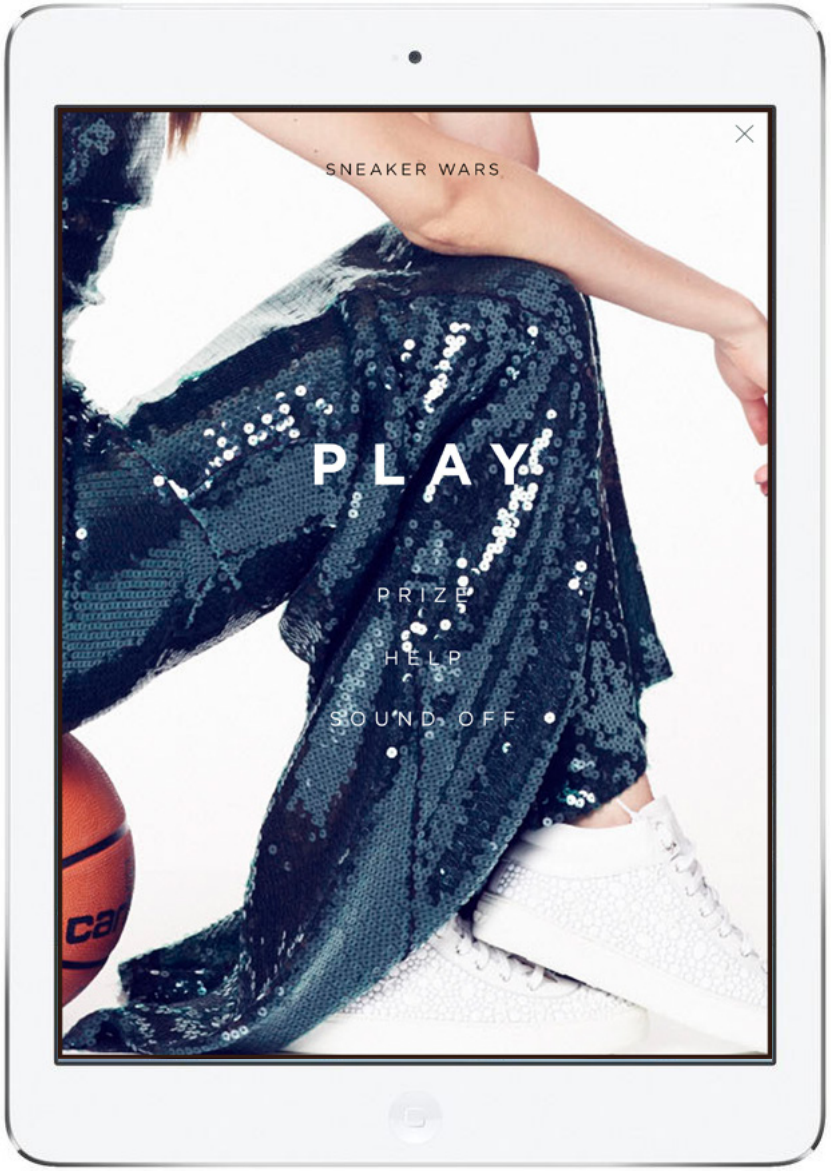




SECONDARY PAGE

SNEAKER WARS
PLAY
PRIZE
HELP
SOUND OFF

SNEAKER WARS
PLAY
PRIZE
HELP
SOUND OFF


SNEAKER WARS
PLAY
PRIZE
HELP
SOUND OFF

SNEAKER WARS
PLAY
PRIZE
HELP
SOUND OFF