No tag on me

年份/YEAR:2022

客户/CLIENT: 阿迪达斯三叶草adidas Originals

团队/TEAM: 蒲润Pu Run、郑宥安 Youan Zheng、龙宇祺Yuqi Long、蒋世贞Shizhen Jiang

项目简介/PROJECT PROFILE：

该项目于2022年由阿迪达斯三叶草发起，并同年在阿迪达斯官方公众号进行展示以及上海门店线下展览。

短片讲述了五个被条框和标签束缚的女孩，在一个永不设限的三叶草女孩自信力量的感染下，接受自身不完美、找回自我的故事。这是一部关于运动与美的动画，也是girl power与自信的体现。作为一个全女生的创作团队，我们想告诉每个女孩：我们都独一无二且美好，不完美和差异，才让我们成为真正的自己。

The project was initiated by adidas Originals in 2022 and was showcased on the official adidas Originals public website and exhibited offline in Shanghai stores.

The short film tells the story of five girls bound by rules and labels, infected by the confident power of a clover girl who never sets limits, accepting their own imperfections and finding themselves. It is an animation about movement and beauty, and the embodiment of girl power and self-confidence. As an all-girl creative team, we want to tell every girl that we are all unique and beautiful, and that imperfections and differences are what make us who we really are.