



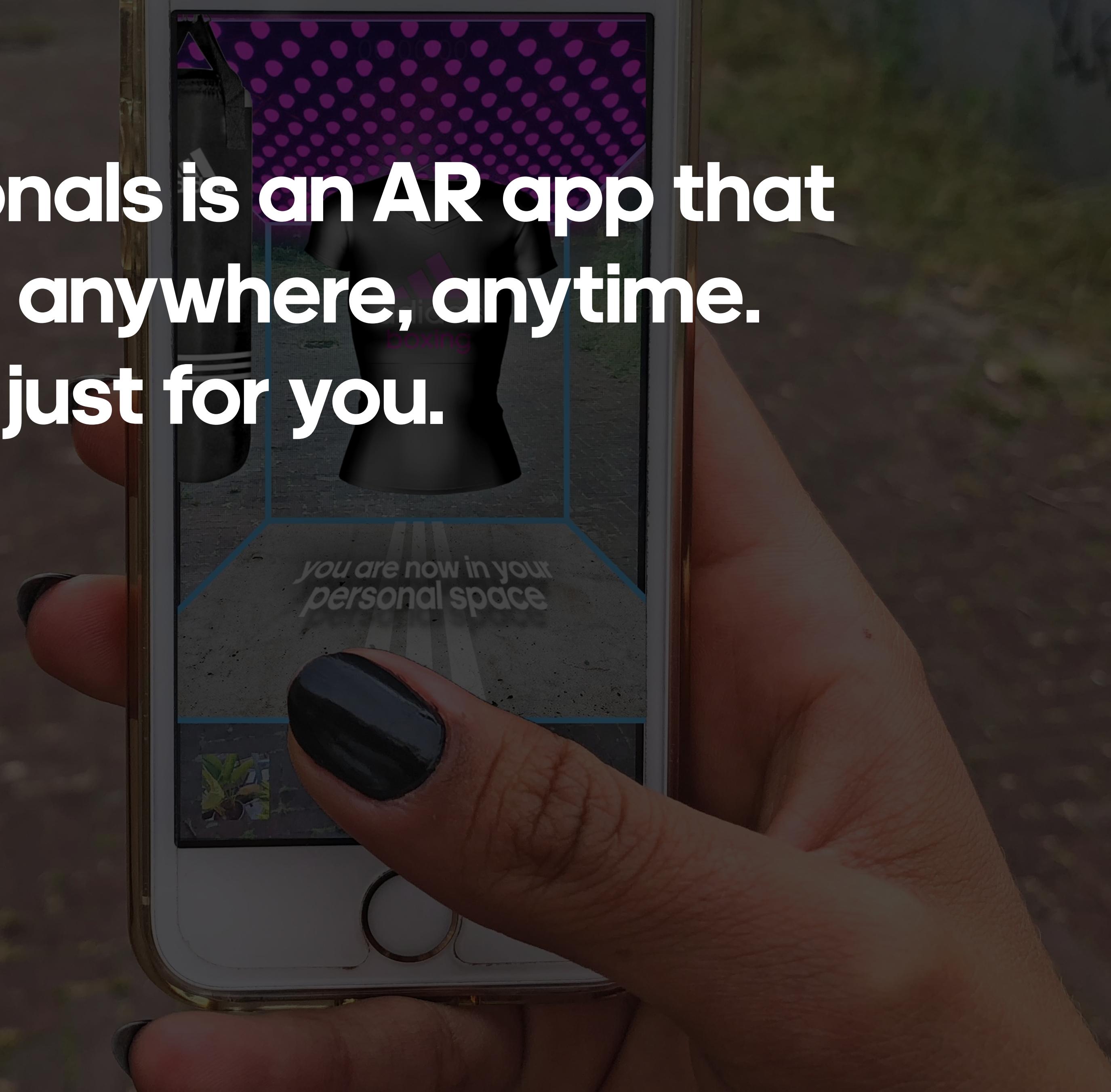
**Imagine having the comfort of
someone giving you personal
advice without having to say
or fill in anything.**



adidas
PERSONALS



**Adidas personals is an AR app that
lets you shop anywhere, anytime.
Personalized just for you.**



**Adidas personal uses data you
already generate daily on your phone
like you social media, photos, music
and sports apps.**

**We analyse this data to create a
personal experience for each costumer.**

**The interface is inspired on our
natural behavior:**

it's based on our personal space.

**With every step
you take you step
into a new shop**

personal space

social space

public space



**The customer gets a premium
personal experience without
any extra effort.**

**We can integrated our concept into
the current media touchpoint think
of a personal newsletter, personal
discounts or sport challenges that
fit your lifestyle.**

**EXPLORE
THE THREE
STRIPES CULTURE**



adidas
PERSONALS

