



Yeezy

By Marcos Martinez



Did you know ?

Kanye sometimes does listening parties to promote his brand just like he did in 2016 for his Album The Life Of Pablo



THE CREATORS OF YEEZY



Kanye West Aka YE

- Born on June 8, 1977, in Atlanta GA
- He is an entrepreneur, American rapper, fashion designer, and arguably the best artist of our time



Thomas Rabe

- The CEO of Adidas right now
- Born August 6, 1965, in Luxembourg





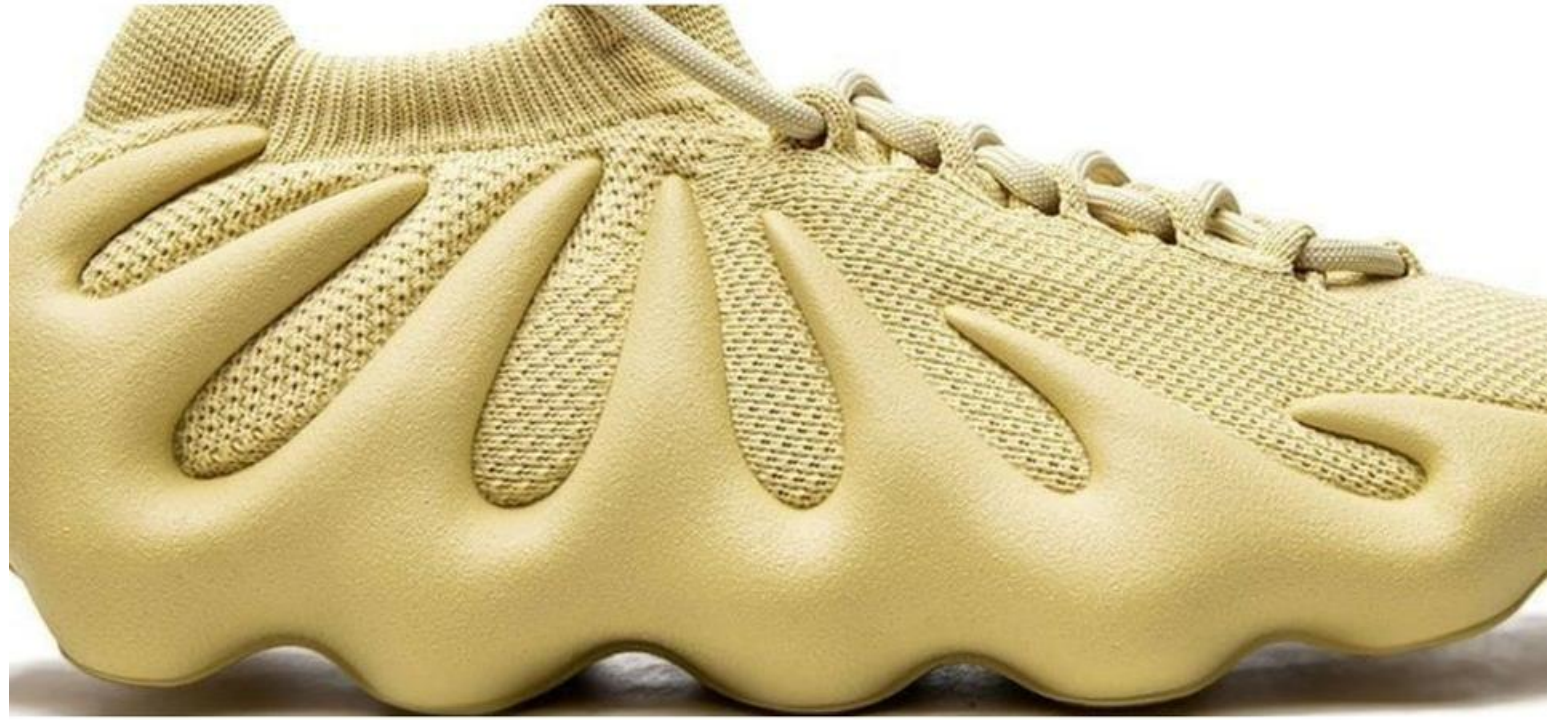
YEEZY



The day it all happened
in Los Angeles on February 15, 2016




How the
product is
made





Adidas innovate BOOST

- This is the insole that Yeezy uses and what makes it 10x softer than most shoes
- The insole is made of



THE CURRENT STATE OF YEEZY



Kanye knew something was up when he saw the similarity in both products



vs



daily 



RESOURCES

- [kanye-west-art-basel-2019-billboard-1548.webp \(1548×1024\)](#)
- [2956.webp \(1200×1200\)](#)
- [Yeezy-Pure-Slide-Sandal-ADIDAS.webp \(1024×617\)](#)
- [5773cfe488e4a794048b4ca1.webp \(1000×750\)](#)
- [adidas-Yeezy-Slide-Pure-Re-Release-2022-GZ5554-4.webp \(1140×800\)](#)
- https://www.google.com/url?sa=i&url=https%3A%2F%2Ffashionista.com%2F2016%2F02%2Fyeezy-season-3-collection&psig=AOvVaw2i7GIEYmgTkxU8xva1_2HE&ust=1664389459630000&source=images&cd=vfe&ved=0CAkQjRxqFwoTCNjQkYvMtfoCFQAAAAAdAAAAABAI
- <https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.highsnobiety.com%2Fp%2Fsilver-kanye-west-mary-opera%2F&psig=AOvVaw0aqGLhmc5mKxkSlxGI7DMj&ust=1664389554270000&source=images&cd=vfe&ved=0CAkQjRxqFwoTCli6wrPMtfoCFQAAAAAdAAAAABAD>