





### 2010 - 29 MILLION BRAZILIANS REACH C CLASS

MONTHLY INCOME PER FAMILY
1734 BRL TO 7475 BRL
550 USD TO 2360 USD

EXCHANGE RATE BANCO CENTRAL DO BRASIL 10 - 08 - 2016

### CLASSE TENTING

VALUE CONSUMER OR C CLASS? ONE DOESN'T COME WITH THE OTHER, THE RAISE OF A NEW ECONOMIC CLASS SURE VALIDATES A STRATEGY TO FULFILL ITS NEEDS BUT IT IS WHEN WE MEEET THE GLOBAL DIRECTION OF THE VALUE CONSUMER THAT WE UNDERSTAND THE NEED OR APPLIANCE THAT THIS CONSUMER HAS FOR THE ITEMS HE/SHE PURCHASES.





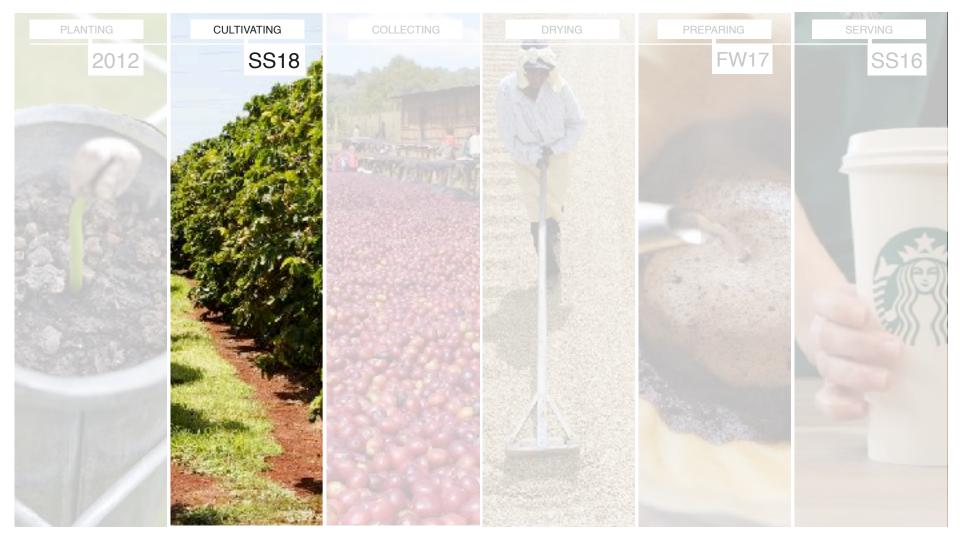
# BRAND / PURPOSE / PRINT

BASED ON THE LOOK / FEEL / FUNCTION CONCEPT FROM GLOBAL

### LOCAL TASTE PLANTING CCSP

GEOGRAPHY AFFECTS HISTORY AND THEN CULTURE AND THEN STYLE. WE LIVE IN THE INTERNET WORLD AND THE ACCESS MIGHT BE THE SAME IN QUANTITY BUT IT IS DIFFERENT IN TARGET. AS FAST AS ANYWHERE ELSE INFLUENCES APPEAR ON EVERY SCREEN. WHEN TARGETING THE VALUE CONSUMER WE MUST PAY ATTENTION TO WHAT HE VALUES AND ADD WITHOUT OVERLAPING. THE VALUE IS DIVIDED BETWEEN BRAND, PORPOUSE AND PRINT (IMAGE).

VINCENT ROSENBLAT

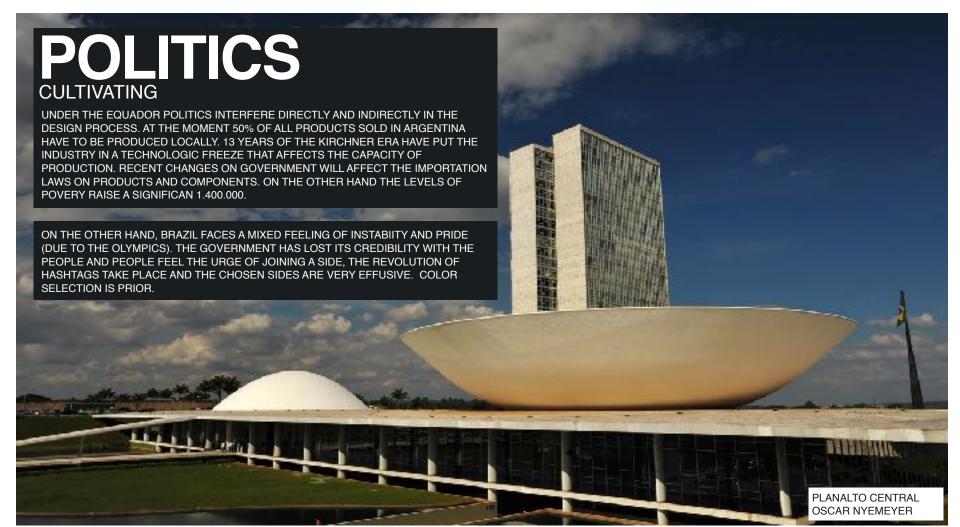




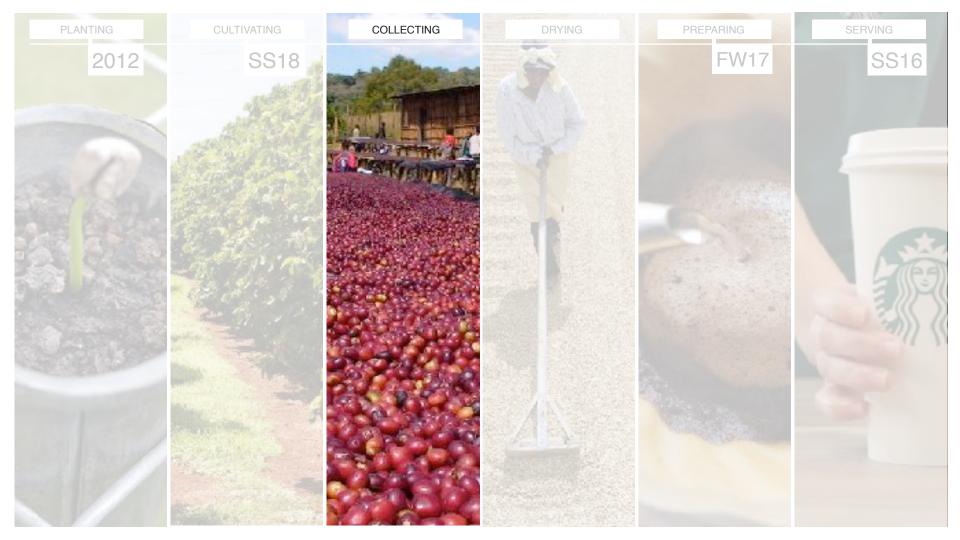




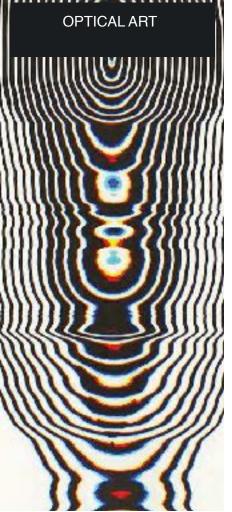




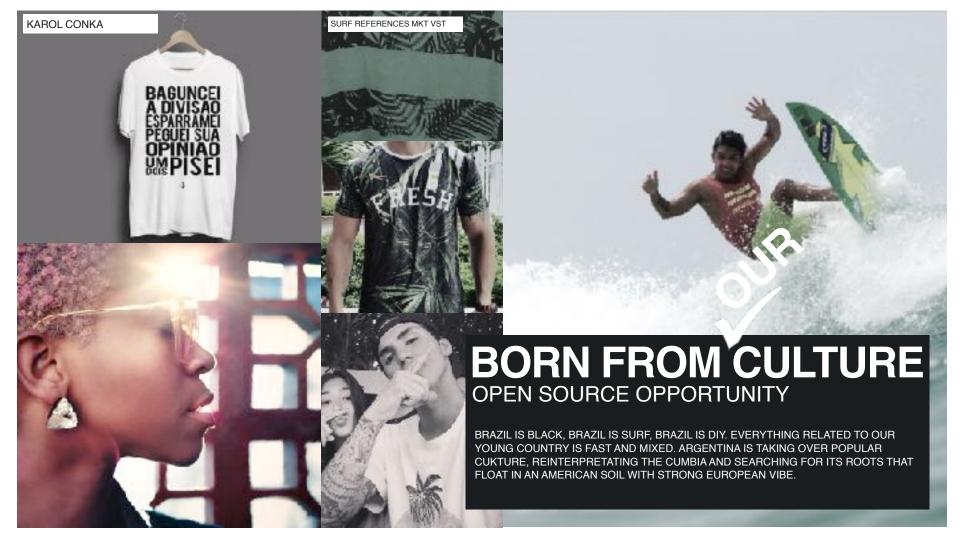










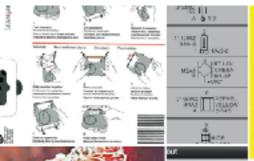






## SURFARI LOCAL DIRECTION

BRAZIL IS BLACK, BRAZIL IS SURF, BRAZIL IS DIY. EVERYTHING RELATED TO OUR YOUNG COUNTRY IS FAST AND MIXED. ARGENTINA IS TAKING OVER POPULAR CULTURE, REINTERPRETING THE CUMBIA AND SEARCHING FOR ITS ROOTS THAT FLOAT IN AN AMERICAN SOIL WITH STRONG EUROPEAN VIBE.





#### rition Fact

e 1/2 cup (115g)

er Container About 4

er Serving

Calories from

% Daily

d Fat 9g al 55mg







### PRICE





WARRESO HIGH

woomba

chell



REAKING	NE
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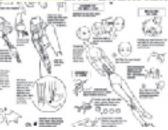


















INFORMATION AS DESI

SEURING CYMERSHIP

### INFO AS DESIGN COLLECTING

GRAPHIC DESIGN THAT COMUNICATES WHAT OUR CONSUMERS WANT AND WHAT OUR AUDIENCE IS FEELING. FROM THE EVERYDAY AS A LANGUAGE BREAKEN DOWN AND REMADE

so we can move

SKY NEWS

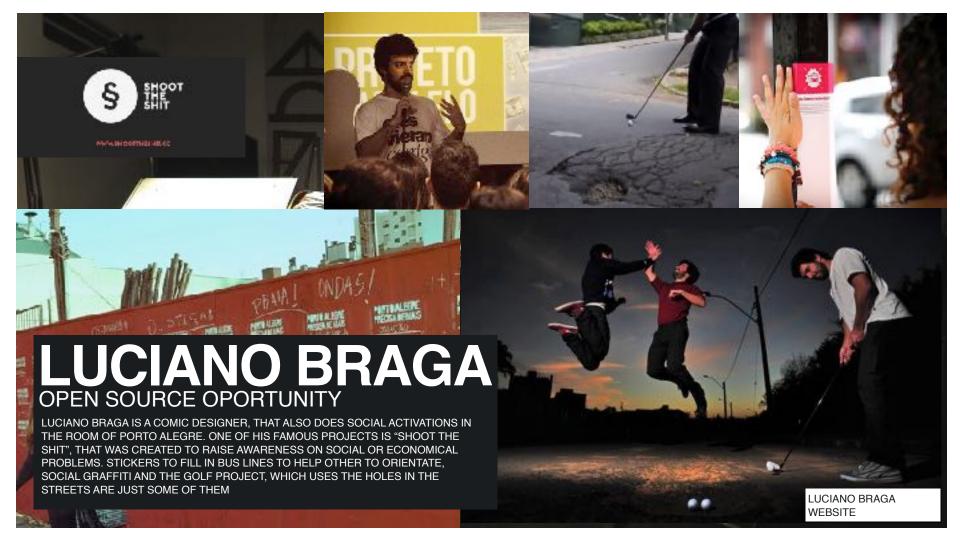
sky.com/new





PRINTS IN BOLD LETTERS PLACED IN DIFFERENT EDGES OF THE GARNMENT AND IN

PRINTED POCKETS IN ORDER TO ADD VALUE WITHOUT INCREASING COSTS.





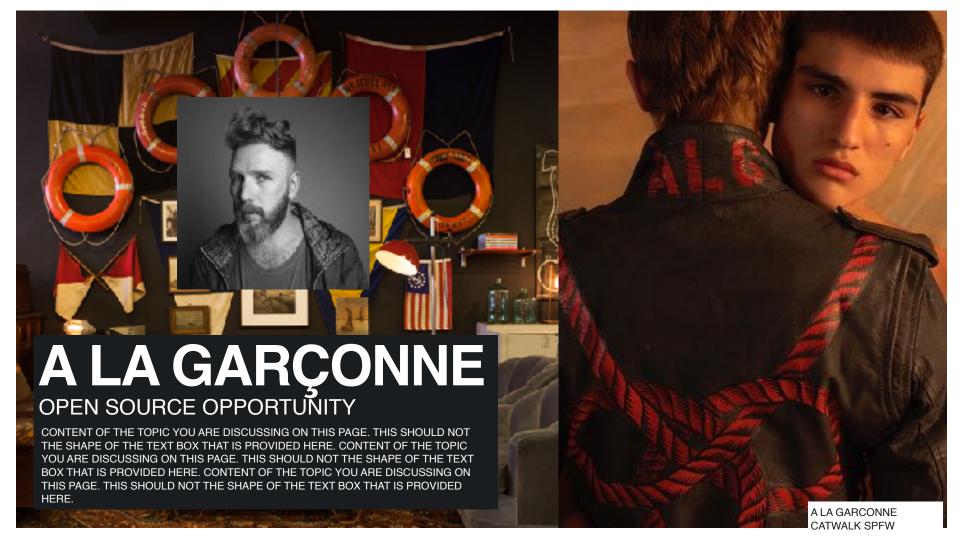
EMPOWERMENT THROUGH EDITING AND OWNING. SPLICING. HOME MADE VIDEO. CUT + PASTE. DISTORTION TYPE AND IMAGE. STUTTERED MANUAL REPETITION. IMPERFECT.



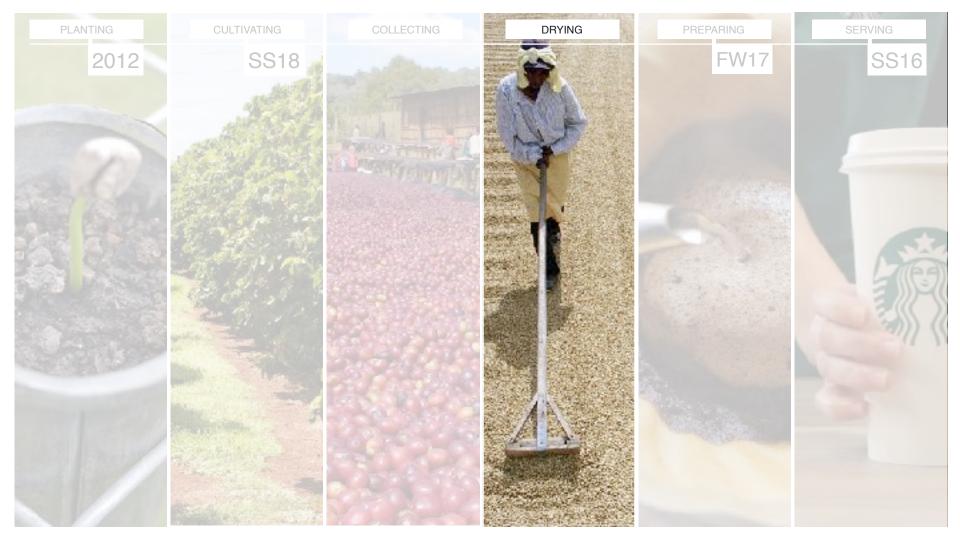


















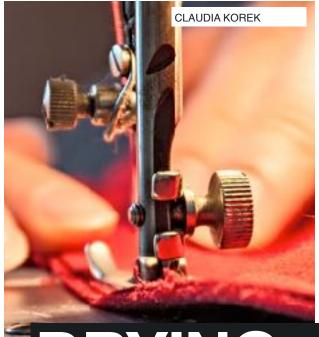
DRYING KNOWLEDGE - TOOLBOX EVERYTHING

THE CREATION CENTER SAO PAULO WAS FOUNDED IN 2012 BASED ON THE SPECIFIC NEEDS OF THE LOCAL CONSUMER, REVERSE SEASONALITY AND TO FULFILL THE NEW MARKET CREATED BY THE BOOM OF THE C CLASS, AFTER FITTED IN ADIDAS BRAND STRATEGY AS THE VALUE CONSUMER. ALL REQUESTS ARE LINKED INTO PERSONAL TARGETS OF EACH COLLABORATOR WITH THEIR CHAIN OF RESPONSE.



+ O.S. TOOL BOX





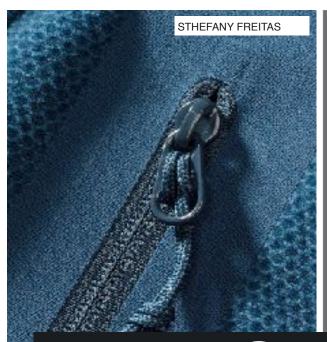
#### GOALS

- FINDING SOLUTIONS FOR THE HIGH WORKMANSHIP VALUE IN ARGENTINA
- PRE ELIMINATE MANUFACTURE PROBLEMS
- ACHIEVE BEST RESULTS WITH LOCAL AVAILABLE MACHINES
- RECREATE GLOBAL SOLUTIONS WITH AVAILABLE MACHINARY
- BETTER ALLOCATION DUE TO FACTORIES SPECIALLITY AND CAPACITY
- CREATING AN EASY TO USE PRICE CATALOGUE FOR FOB ACCURACY

### DRYING TOOLBOX WORKMANSHIP



THE DEVELOPMENT WORK AROUND IMPROVING WORKMANSHIP HAS BEEN SPONSORED BY THE DEVELOP-MENT TEAM IN AN INTERNATIONAL SCALE AND TAKEN CARE BY CLAUDIA KOREK. HER PROJECT IS TO RETHINK AND AVALUATE CURRENT WORKMANSHIP STATUS SPECIALLY IN THE INSTABLE MARKET OF ARGENTINA PROPOSING NEW SOLUTIONS TO THE DESGNED PIECES.



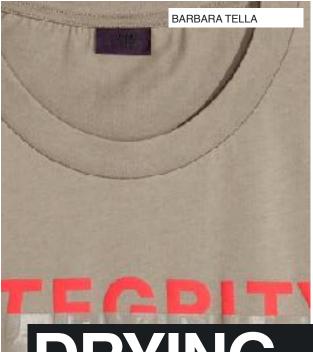
#### GOALS

- CREATING A CATALOGUE THAT CROSSES GIVEN VALUE AND ACTUAL COST
- REACH BETTER PRICES WITH X CATEGORY SOLUTIONS
- AVALUATE POSSIBILITIES OF IMPORTS AND PUSH LOCAL SUPPLIERS

### DRYING TOOLBOX TRIMS



STHEFANY FREITAS IS THE RESPONSIBLE FOR THE DEVELOPMENT TRIMS FOR ADIDAS AND REEBOK FOR THE CCSP. IN RESPONSE TO THE DESIRE OF FINDING DETAILS THAT COMPLEMENT GARMENTS AND GIVE VALUE WITHOUT RAISING TOO MUCH THE COST STHEFANY IS GUIDED BY EVELYN HASHIMOTO INTO PROPOSING NEW SOLUTIONS FOR TRIMS.



#### GOALS

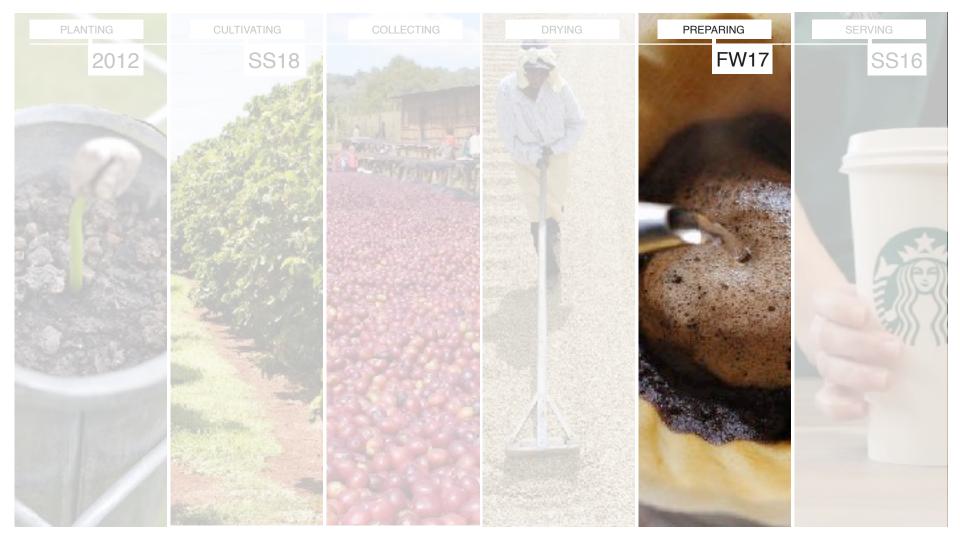
- CREATING A CATALOGUE OF ACHIEVABLE TECHNIQUES PER SUPPLIER
- ELLIMINATE QUALITY ISSUES BY COMING UP WITH SOLUTIONS AMONG THE FACTORY
- PUSHING LOCAL SUPPLIERS TO EXPERIMENT WITHIN THEIR KNOWN TECHNIQUES
- REACHING OU TO OTHER CREATION CENTERS TO CO CREATE SOLUTION FOR SPECIFIC MARKET ISSUES
- EXPLORING POSSIBILITIES IN UNIFYING PRINTS AND ALLOCATE THEM TOGETHER
- THINK ON LOCALIZED RESTRICTIONS THAT CAN LEAD TO INNOVATION

### DRYING TOOLBOX PRINT



BARBARA TELLA HAS IN HER SCORE THE GOAL TO DEVELOP EXPERTISE IN PRINTS, A LOCAL NEED THAT MANY TIMES FACES THE PROBLEM OF CAPACITY AND QUALITY. PARTNERED WITH THE GRAPHIC TEAM IN PORTLAND TELLA IS FINDING SIMPLE SOLUTIONS TO ENRICH LOCAL PRODUCTION.







KIDS AND SWIM (DEVELOPMENT)



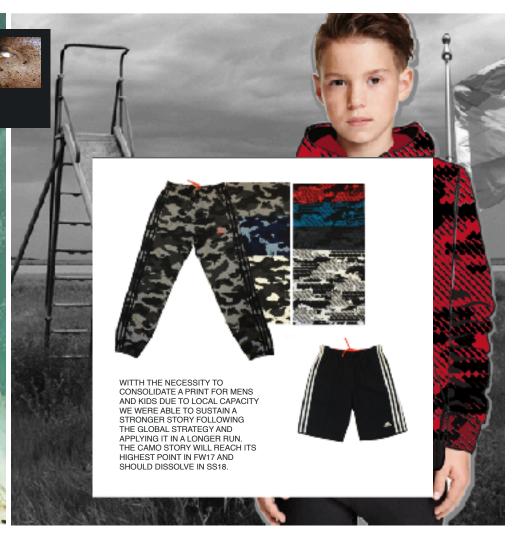




THE DESIGN AND DEVELOPMENTS OF THE LOCAL SWIM TRUNK HAS BEEN FITTED IN A LONGER STORY PRACTICE THAT BETTER CONNECTS WITH THE LOCAL CONSUMER AND IS ALIGNED WITH THE GLOBAL STRATEGY.

BESIDES OF THE X-FUNCTIONAL WORK WITH ALDO ARRIAGA AND GABRIELA MOS IN THE DEVELOPMENT OF AN TAKE DOWN SWIMSUIT REQUESTED BY THE LOCAL MARKET...





### PREPARING SS18

TRAINING AND ATHLETICS

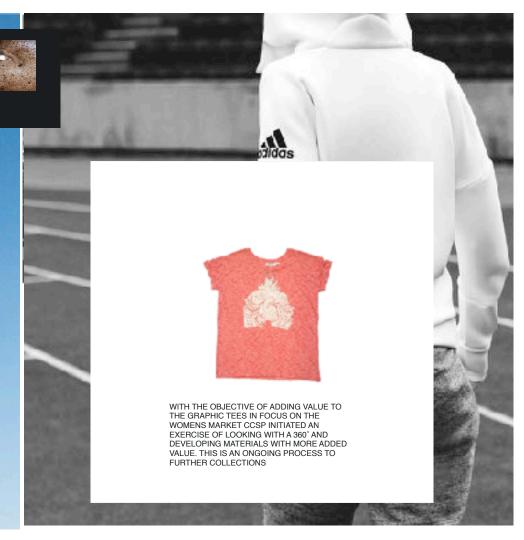


THE TRAINING BU IS THE MOST IMPORTANT FOR CCSP AND ALSO THE ONE WITH THE MOST GROWTH IN THE DIRECTION OF EXPANDING POSSIBILITIES AND ADAPTING TO THE LOCAL MARKET.

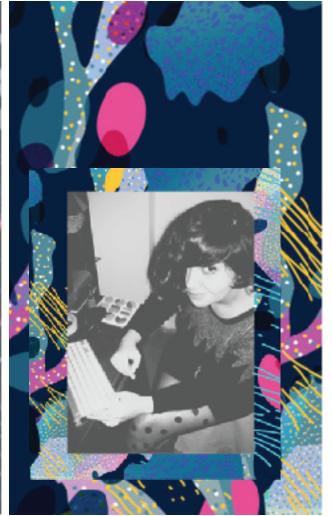


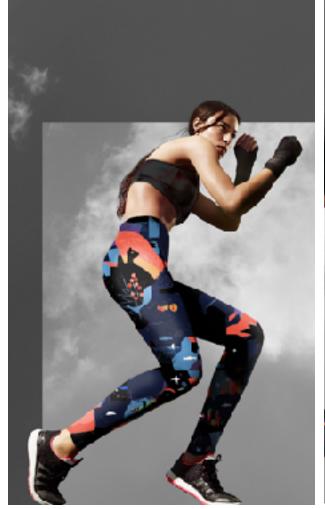
THE EVOLVED BRA LINE, THE COLLABORATION WITH SALINAS AND THE DEVELOPMENT OF BETTER PRINTS AND MESHES AR SOME OF THE EXAMPLES OF THIS GROWTH

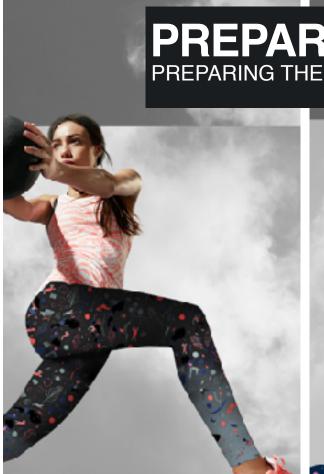




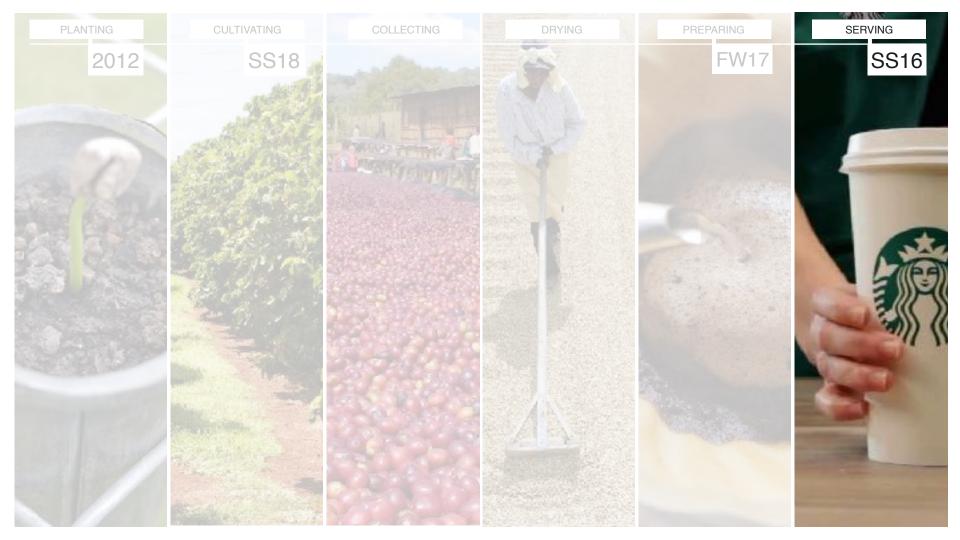












#### RAFA MON ARTISTA E GRAFITEIRA

### SERVING SS16 SERVING GRAPHTEES

THE GRAPHTEES PROJECT WAS SUCCESSFULLY LAUNCHED DURING THE OLYMPIC GAMES IN BRAZIL. WITH THIS PROJECT WE LEARNED MUCH FROM THE LOCAL ART AND CONSUMER AND THE STRUCTURE OF WORKING IN BRAZILIAN MARKET. THIS SUCCESSFUL NET PROMOTED SCORE WAS ONLY POSSIBLE DUE TO THE STRONG AND HUMAN CONNECTION TO EVERYONE INVOLVED IN THE PROJECT, FROM DEVELOPMENT TO GRAFFITI ARTISTS.



