

VAN GOGH MUSEUM &

FILA



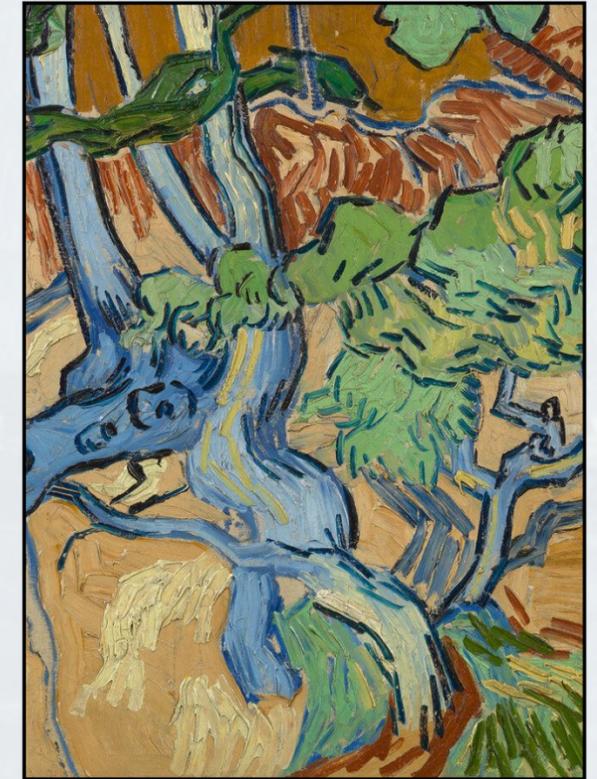
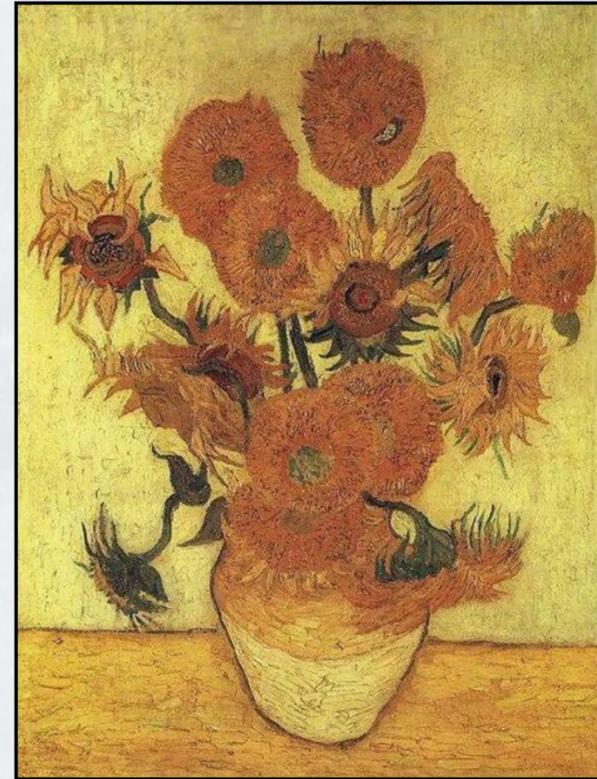
LAY ZHANG

CARLA GUADALUPE DU SOLIER ROJAS

T00691885



FILA, LAY ZHANG & VAN GOGH MUSEUM COLLABORATION



FILA & LAY ZHANG

Lay Zhang became an ambassador for FILA in

2022.

A stylized, handwritten signature of Lay Zhang in black ink.

VAN GOGH MUSEUM

In 2023 FILA and the Van Gogh Museum collaborated to bring his art into fashion.



CHINA SHEEP



LAY ZHANG

- Lay Zhang was chosen to model Van Gogh's collection for China in social media.
- The Van Gogh collection did not have enough promotion as the rest of their limited favorites collections.
- Their shoes were the most popular in China, especially by Lay Zhang's fans. However, the shoes did not get the promotion they deserved.

ORIGINAL



FILA

Van
Gogh
Museum
Amsterdam

Vincent

张兴

张兴
FILA 代言人
FILA MIX 主理人



AUDIO

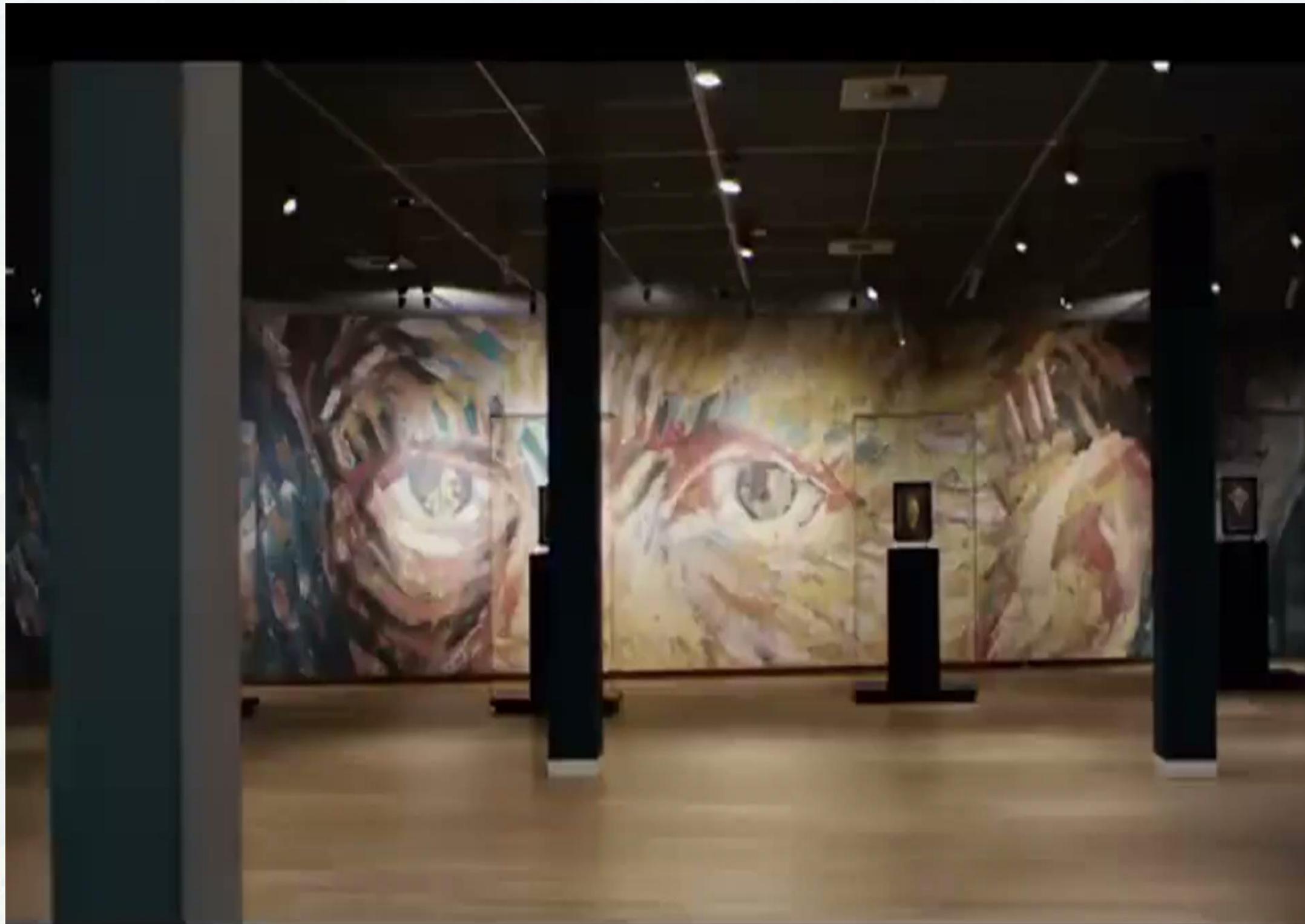
- Imagine the elegance of Van Gogh's masterpieces...now on your feet.
- But with a hint of Lay Zhang.
- Experience the perfect blend of performance and art with FILA's sports shoes designed for Champions and inspired by Van Gogh's brilliance.
- Whether you are dancing like Lay Zhang or just elevate every step with FILA, Van Gogh Museum, and Lay Zhang.
- FILA Live Your Elegance

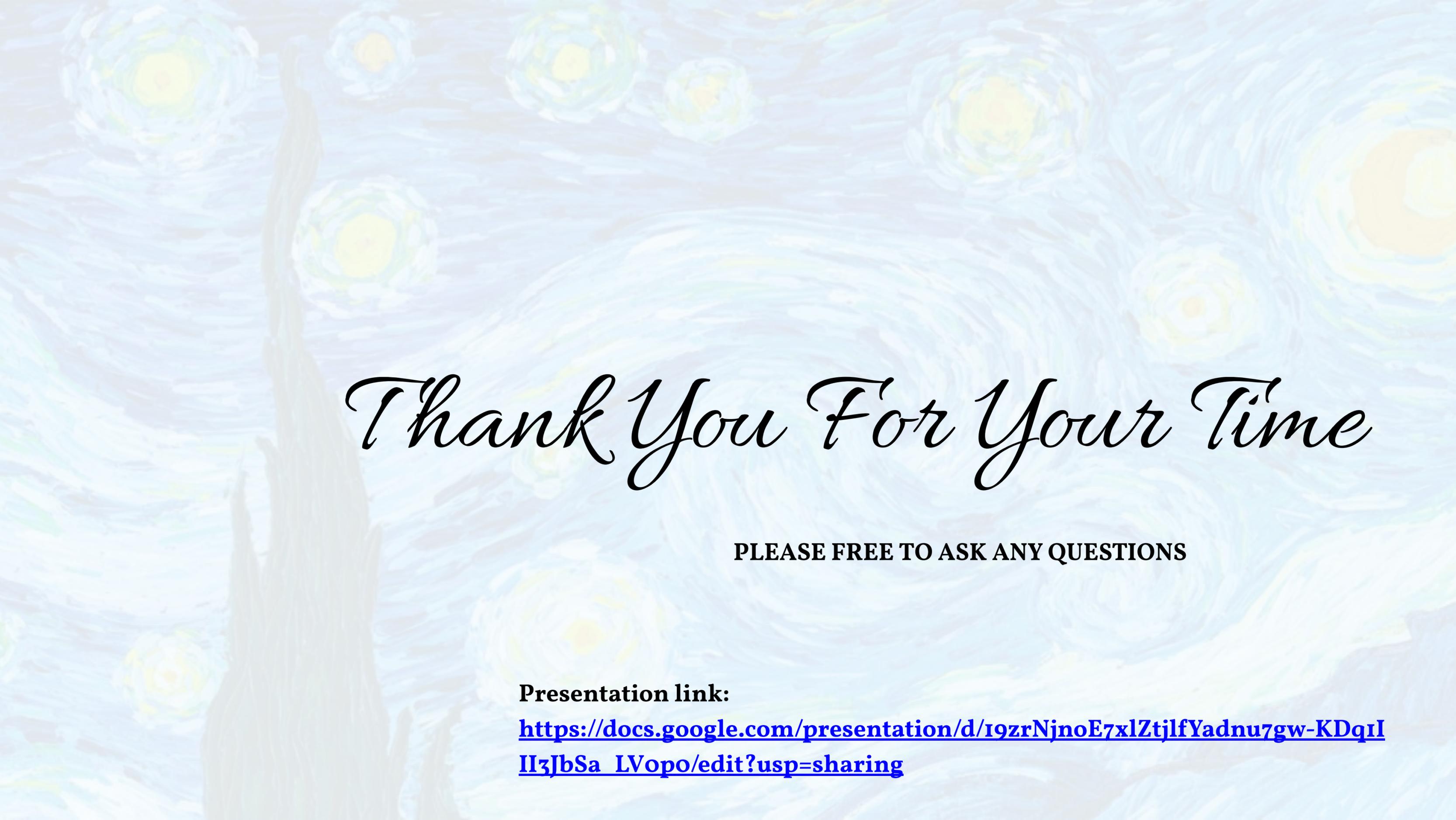


ORIGINAL



EDITED





Thank You For Your Time

PLEASE FREE TO ASK ANY QUESTIONS

Presentation link:

https://docs.google.com/presentation/d/19zrNjnoE7xlZtjlfYadnu7gw-KDq1I1zJbSa_LVopo/edit?usp=sharing