

1350 / TAYLORED BY UMBRO

STUDS NOT NEEDED.

Introducing the new Umbro lifestyle without studs



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NO. 1 / THE CAMPAIGN

STUDS NOT NEEDED.
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1350 are the first Umbro’s lifestyle shoes launched, the first shoes where the STUDS are NOT NEEDED, the first shoes that take the advantage of the spare time and are not focused just in the 90 minutes of a football match.

That’s why now the STUDS don’t know what to do with all this time: they feel abandoned, their lives have no meaning, without the shoe they are nothing!
The new Umbro campaign focuses the attention on the emotional feelings of all of these studs left lonely.
They are depressed, frustrated, out of game. So they try to spend this endless time with all the sort of expedients or abandoning themselves to depression.

At the same time the shoes can finally feel free to do all the things that are not pretty related to the football match and walk comfortably on all the kind of surfaces.

STUD 1 / THE PROCRASTINATOR

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1350 TAILORED BY



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STUD 3 / THE COUCH POTATO

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STUD 2 / THE BOOZER

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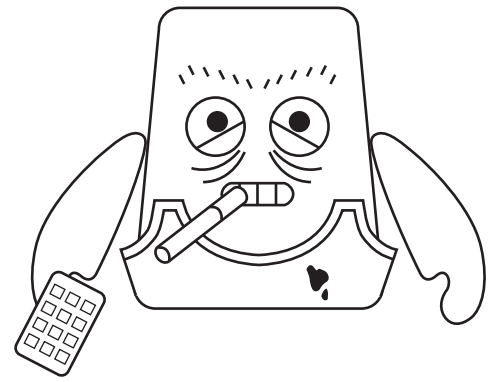
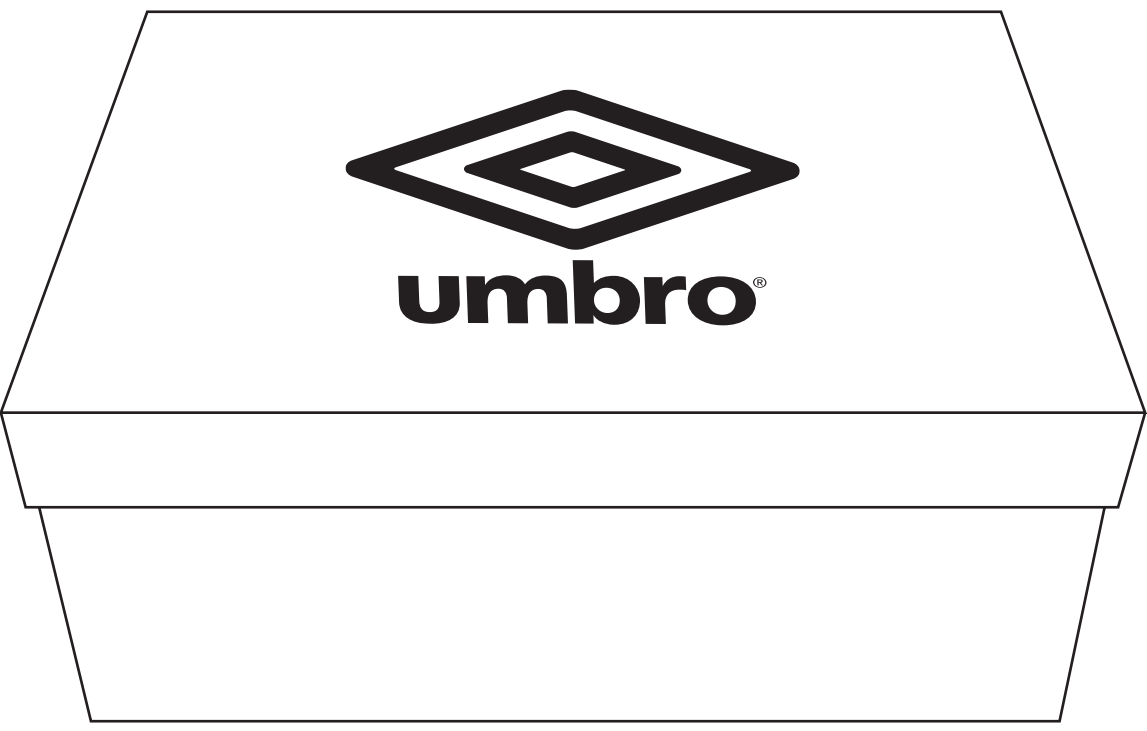


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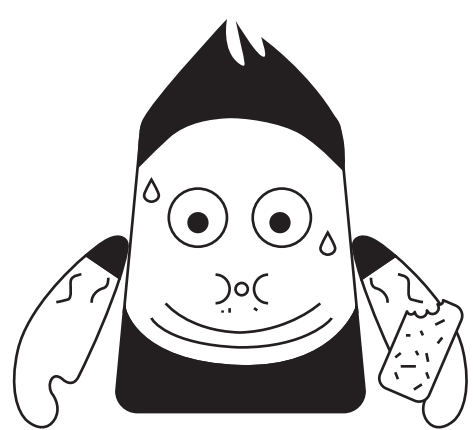
In every 1350 lifestyle shoes box you can find one of the six Stud Toy of the collection. You can detach it from the internal upper side of the box and start to collect them.

*Please!
Don't detach me from here!
I still love her!*



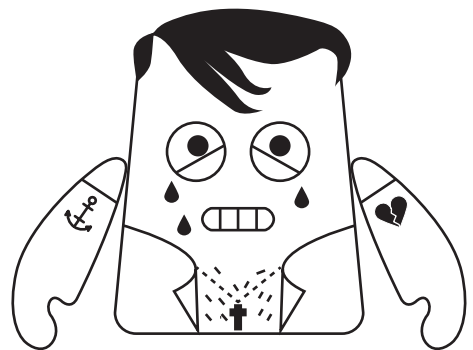
STUD 1 / COUCH POTATO

I used to to be a grass eater,
now just a tobacco splitter,
my life now has no sense!



STUD 3 / COMPULSIVE EATER

I don't miss her!
Just gimme gelly bears and chocolate bars



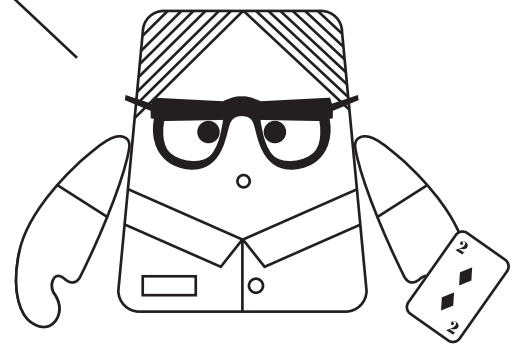
STUD 5 / RETIRED LATIN LOVER

Once I was the most popular,
I made her dance and
lead her to the goals.
Losing her I lost my fascination.



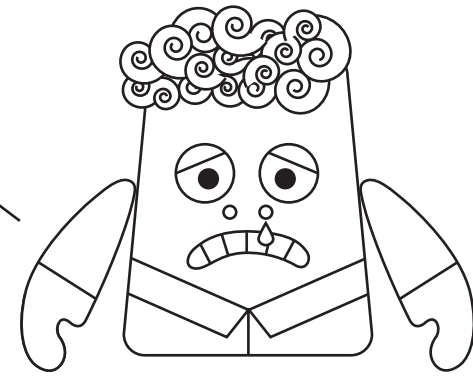
STUD 2 / BOOZER

Now I just want to forget
all the time we spent together,
the special feeling we had..
Oh shit, I don't have a house!



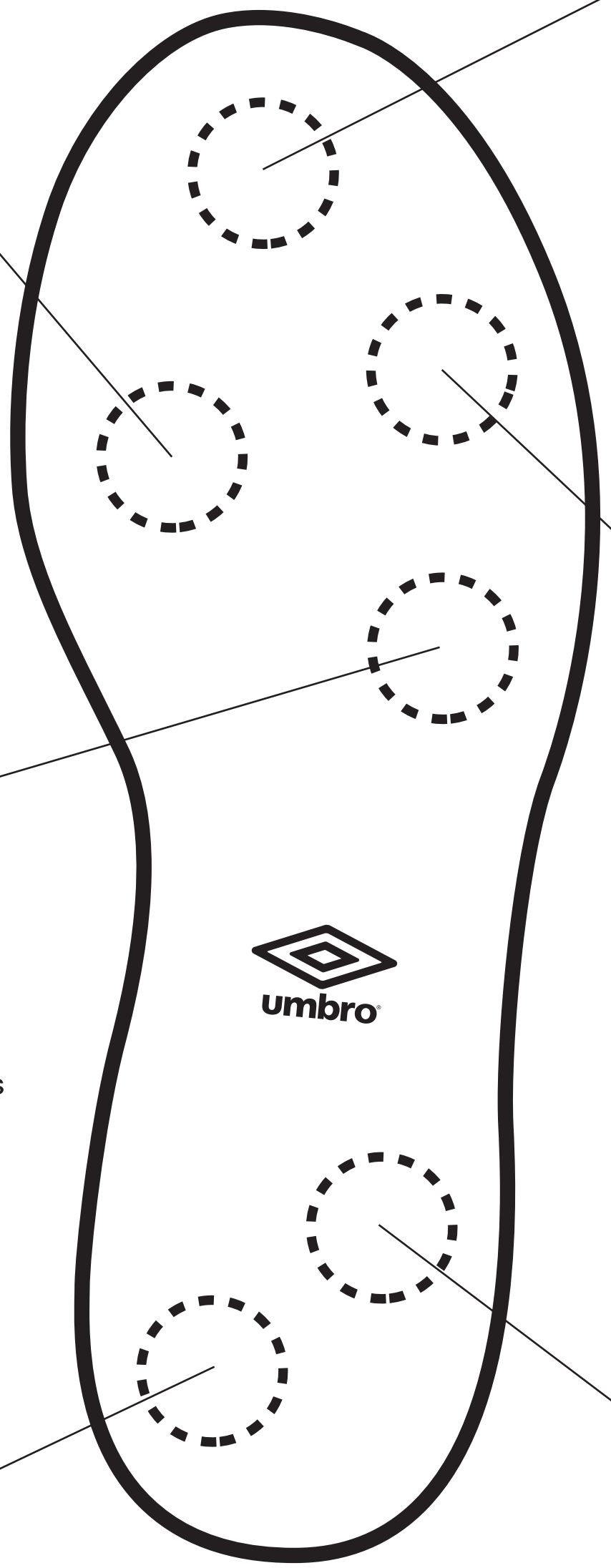
STUD 4 / PROCRASTINATOR

Maybe I'll have some tea
or maybe I'll play solitaires,
maybe I will sharpen all my pencils..
Ok.. I'm just going to stare at the window..



STUD 6 / LOSER

My life now sucks!
She's so cool, I was cool just with her..
Now everybody can see who I really am... Nothing!



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Oversized studs will be placed in the busiest areas of the cities.
As in the campaign, they will act like they are in adandoned, needy, desperate conditions.

A red mark on their top will link to the Umbro's 1350 lifestyle shoes launch.

