

2017010198 - New best Jordans for sale Release date

last month, Balance C-series in order to push the new New City cycling shoes, and a bicycle shop called wtf* co shot a video ad. Name especially strange, and a strange cooperation. wtf* is not a big company, only a small shop by four bicycle enthusiasts - they do not have a professional background such as engineering equipment. < p > three years ago, Jit, kyan, Fareeda and Joe were in different parts of the watch the same movie, this called "fatal dispatch" (premium rush movie about is a have a car after modification of the fixed gear (dead fly) couriers Willie, because a 90 minutes must be served on the mystery of dispatch, and speed of the struggle between the story and the gangsters and the police. The story is not the focus, and the piece of the bicycle has become the starting point for four people to start this bike shop. Jit, Fareeda and Joe are engaged in the advertising industry in Malaysia, Kyan is the architect from Australia, they met at a friend's Party met and became friends. After watching the movie, four people have to put on a dead fly. And the rest of the story. That is, they because friendship and friends assembly, often organized cycling activities, at the party because friends encourage, a hot head thought to open a dead fly custom shop -- a very old-fashioned kind of his artistry. < p > brand was founded three years successively removed three locations, will eventually only shop moved to the Shanghai Xuhui District Jiashan old town. Small standard width of a room, in addition to the gem ornaments of various bicycle frame, tires and other accessories, also has a a bar selling drinks and snack -- if not attracted to buy a car, here is more like a coffee shop. < p > and I in a chat with one of the four co founders Joe, also many times heard "lifestyle" the word that they as the core brand positioning of the wtf*, rather than a simple bicycle sale shop. their so-called "lifestyle", not just reflected in the store's leisure space and drinks and food, more or for the bicycle this is popular in young people in the middle of the movement of a single product of the understanding. "we don't think it's just a sport, it's more of a social." Joe compared to the bicycle bag bag, it reflects the idea of cycling people, personality, style and attitude. "Guests come to our store, we never go to recommend, but through the way to chat with the guests to understand the character and style, and then for them to produce a car that reflects their personality." This is a way of wtf* . , as a bicycle brand founded by advertisers, wtf* has more resources.

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