

Portfolio

FILA x 3.1 PHILIP LIM SS20

Fashion Show, **Fashion**

The first fashion show of FILA x 3.1 Phillip Lim collaboration collection held in Shanghai. There are over 600M social impression generated with 6 most popular celebrities appearing at the front row. More than 30 KOLs and 100 press representatives are invited to attend the show to boost the show as the hottest topic that week.

