

BF Touch

02/06/2016 - 30/06/2016

Várias Cidades - Estados Unidos

Urban intervention action in USA with impact in the end consumer. A samba marathon in which the participants must challenge others. Will be made videos of 15 seconds, then they will be posted on Instagram with the hashtag #sambathon, which will be automatically sent to Tumblr (brazilianfootwearus.com), where they will be voted. The winning video will go to Brazil in order to watch the Olympic Games. in Brazilian fashion.

I WANT TO PARTICIPATE

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PARTNERS:

ABICALÇADOS - Associação Brasileira das Indústrias de Calçados

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