Snapchat’s Latest Ecommerce Play Sells Out Again—This Time With Adidas

Snapchat looks like it’s turning into a sneakerhead’s new favorite ecommerce store. The company partnered with Adidas and Darkstore to pre-release a new style of the Falcon W shoe on Aug. 21. However, unlike Snapchat’s previous partnership with Nike and Air Jordan, which was done through a special AR world lens and QR code, the… https://www.adweek.com/digital/snapchats-latest-ecommerce-play-sells-out-again-this-time-with-adidas/