

Adidas Owns the Reality

short documentary - comedy / activism / fashion / human rights

[SCREENER](#) and [EXCERPT](#)

[IMAGES](#) and [POSTER](#)

[SCREENING GUIDE](#) with campaign background

[#PayYourWorkers WEBSITE](#), [FAKE WEBSITE](#)

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LOGLINE

Prankster activists hold a shocking runway show at Berlin Fashion Week to shame sportswear giant Adidas into paying owed wages to garment workers.

SYNOPSIS

Prankster activists perform an elaborate hoax to improve conditions for garment workers in the Adidas supply chain. Staging a shocking runway show at Berlin Fashion Week, they use humor and mischief to make the world pay attention to labor and environmental abuses that the massive sportswear brand is trying to hide.

PRODUCTION NOTES

[Clean Clothes Campaign](#) approached [The Yes Men](#) to develop a creative action that would dress down Adidas for pandemic-era labor abuses, specifically how the mega brand [owes millions of euros to garment workers](#) throughout their supply chain—and that’s on top an already growing pile of [dirty corporate laundry!](#)

In January, 2023, they orchestrated an elaborate media hack announcing that Adidas’ new CEO would share leadership with a garment worker, Vay Ya Nak Phao (Len Leng). As this hit newswires at the start of Berlin Fashion Week, the second stage of the action unfolded... Fashionistas were shocked by a bloody runway show, seemingly from Adidas, which was in fact was the work of Berlin-based designer-activists [Threads and Tits](#). Along with a [website](#), [subvertising campaign](#), [press releases](#), and [show swag](#), the shocking catwalk debuted styles that were “exhaustively pre-stressed by the underpaid workers who made them.”

The action resulted in widespread [press coverage](#) and social media buzz. Weeks later, Cambodian workers who had been fired for organizing were reinstated with back pay. In the months since, Clean Clothes Campaign and garment worker unions have won other victories, but Adidas still refuses to pay what they owe and to sign the [Pay Your Workers agreement](#).

The “looks” and documentation of the project was also exhibited at ACC Galerie in Germany. See the [360-degree walkthrough here](#).

DIRECTOR BIOS

[Igor Vamos](#) ("Mike Bonanno") is a founder of notorious comedy-activism group The Yes Men, whose satirical interventions form the basis of three award-winning feature documentaries, "The Yes Men" (2004), "The Yes Men Fix the World" (2009), and "The Yes Men Are Revolting" (2014), festival favorites in Toronto, Berlin, Sundance, SXSW and others. Their work has been shown in the Whitney Biennial, Venice Biennale, ARS Electronica, and other major exhibitions. They are the recipients of numerous awards, including Creative Time's Leonore Annenberg Prize for Art and Social Change, Grierson Documentary Award, Berlinale Panorama Audience Award, the UN Association Film Festival Grand Jury Award, Best Documentary Award at HBO Comedy Arts Festival, and the Audience Award at the International Documentary Festival Amsterdam. Most recently, Vamos was a Consulting Producer on "Borat: Subsequent Moviefilm," and is recognized worldwide as an innovator in activism and pranks.

[Keil Orion Troisi](#) ("Jeff Walburn") has been a core member of The Yes Men since 2012, and co-wrote and produced most of their performance-interventions since 2016. He has collaborated with dozens of activist groups all over the world, using humor and mischief to advance environmental and social justice campaigns. He co-directed "Total Disaster" (2022) which had a 50+ festival run, won the David Imoh Sunday Social Justice Prize and took awards at Kursaal San Sebastien, Just Film, Better World, and Cine Eco Seia. He produced and co-wrote "Peace Pipeline," which won Best Documentary at Dallas VideoFest, ND Human Rights, Wolf Tree, Skoden, Jim Thorpe, Hell's Half Mile, Fresh Coast, and others. He directed the corporate-horror features "Human Resources" and "I Was a Teenage Horror Movie!" (which has been an audience favorite across the genre-festival circuit). His films combine humor, horror, and playfulness to antagonize systems of power.

SOCIAL MEDIA

Link to the campaign website: www.payyourworkers.org

CLEAN CLOTHES CAMPAIGN

Instagram: [@cleanclothescampaign](#)

Twitter: [@cleanclothes](#)

Facebook: [@cleanclothescampaign](#)

THE YES MEN

Twitter: [@theyesmen](#)

Facebook: [@theyesmenfix](#)

Instagram: [@theyesmen](#)

THREADS AND TITS

Instagram: [@threadsandtits](#)