



The Cole Haan / Slack collaboration trainer | Photo source Cole Haan

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TRAINERS DESIGNED ON SLACK



Cole Haan has collaborated with Slack on the ZeroGrand shoe, which was designed entirely on the messaging platform

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Takeaway:

Collaborations like this are not new – in fact, they have become a regular part of marketing culture. For cynics, they are a way of “training” consumers to like particular products, by linking one product to another brand that hopes to occupy the same cultural niche. Of course, trainers already occupy a special place in fashion culture, with fanatics who follow every new trainer

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collecting hundreds of shoes that are never worn. Certain brands, such as Allbirds are particularly resonated with startup culture and seen in this light, the Cole Hann / Slack collaboration is just another link.