

The Fame Index

You don't own your fame — the public does.

Beyond Tariffs and Unions: What's *Really* Moving Adidas

By The Fame Index
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In the wake of today's FT headlines about U.S. tariffs, German union flare-ups, and earnings beats, the natural instinct is to tell a corporate story about Adidas as a business under political pressure.

But the *real* Adidas story — the one playing out globally in streets, subcultures, and ritualized behavior — isn't about quarterly margins. It's about how the brand has become embedded in identity cycles across continents. And the data from our two-year Fame Index makes that clear.

The Real Engine: Durable Loop Fame

Across both FY24 and FY25, Adidas's Global Fame Scores have risen — from **85.8 to 87.0** — driven not by discounts or marketing spend, but by *ritual behavior embedded in identity loops*:

Dimension	FY24 Score	FY25 Score	Commentary
Cultural Penetration	88	89	Driven by Copa, EURO kits, Inter Miami monoculture
Fan Conversion Velocity	86	88	Server crashes, raffles, personalization loops
Identity Lock	84	86	Claimed by runners, ravers, national fans
Loop Propagation	90	90	UGC, drop mimicry, marathon rituals
Defensive Fame Moat	82	84	Strengthened by uniform dressing, but some substitution risk

Sustained Fame
Capital

85

85

Anchored by club/national cadence and Trefoil
heritage

What do these scores tell us?

That Adidas doesn't just show up — it *sticks*. It loops. It gets mimicked, shared, styled, and recontextualized across age groups, regions, and fandoms.

The Risks Aren't Tariffs — They're Cultural Drift

Yes, tariffs can nudge prices. Yes, unions can shift headlines. But our **FY25 Risk Matrix** shows that the *real threats* are:

- **Overreach/Drift:** Tension between Adidas's athletic origins and fashion-forward usage could dilute narrative clarity.
 - **Saturation Risk:** Core silhouettes like the Samba face fatigue as overexposure increases.
 - **Switching Incentives:** Outside marathon/kit rituals, loyalty isn't guaranteed — especially if rituals aren't refreshed.
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Fame Integrity > Financial Engineering

What gives Adidas its moat isn't just supply chain finesse — it's **symbolic, behavioral, and emotional lock-in**. Consider:

- In **Europe**, Three Stripes show up in city hall weddings and stadium stands alike.
- In **Asia-Pacific**, Samba raffles (e.g., atmos "Tuxedo") became performance art for community mimicry.
- In **Latin America**, Copa América jerseys became everyday nightlife wear.
- In **MEA**, marathon rituals fused personalization with loyalty — Adidas perks, bib edits, race jackets.

These are not "brand impressions." They're **rituals of fame**. And they're hard to dislodge with pricing alone.

From Product to Platform for Identity

The true long-term opportunity for Adidas isn't apparel — it's **identity infrastructure**:

- **Codify the drop-to-dress loop**: From atmos to adiClub, make every product a social ritual.
- **Fan remix rights**: Let fans personalize kits, remix their uniforms, own their story.
- **Narrative parity with Nike**: Adidas doesn't need a "Just Do It." It needs a new Trefoil myth — the *why* of the stripes.

Final Word

Adidas's FY25 fame is at a high: **Durable Loop Fame, Top Tier**. But the task now is coherence. The paradox — mass institution *and* subcultural badge — is what gives the brand cultural gravity.

If Adidas plays defense on tariffs but offense on ritual control, it won't just weather headwinds — it'll reshape what sporting identity means for the next generation.