

How Kanye West built Yeezy - Video questions

Watch this video about the video - <https://youtu.be/c9zuHpa-QnQ>

Answer these questions:

1. Is offering limited quantities of shoes a good idea? Explain
2. What challenges did he face and how did he overcome them?
3. Why did Kanye West leave Nike for Adidas?
4. Agree or disagree with this statement “ the more releases the less special they are”
5. Is it a good business idea to find a way to get everyone who wants a pair of Yeezy’s so they can get a pair? Explain
6. What are your suggestions on how Adidas could increase demand for Yeezy’s?
7. Explain how shoes sitting on shelves hurt their cache?
8. What role does scarcity play in the sneaker / fashion industry? Who controls the scarcity?
9. Is Yeezy’s popularity past its peak?
10. Are Yeezy’s trying to grow too fast?
11. Are Yeezy’s making the same mistakes as Jordan? Explain?