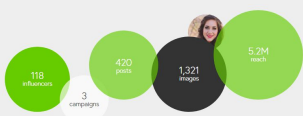




Much like fitness, the world of fashion is ever evolving. Every individual has their own interpretation of style that reflects their personality, background, influences, and experiences. We use fashion to express our mood and embrace our spirit. "Perfect never" is the notion that rather than striving to achieve this idea of perfection, women are always evolving, raising the bar and defying expectations. Tidal Labs partnered with Reebok to activate dozens of online influencers emblematic of the "perfect never" ideal. Across three thematic prompts this network of influencers created content, and inspiration through their personal stories.



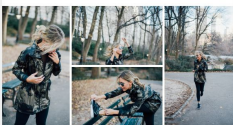
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Perfect Never with Reebok



Perfect Never with Reebok Monday, November 14, 2016 | SHOP MY LOOK | Strappy Dance Bra c/o Reebok | Speedwick Leggings c/o Reebok | Quik Cotton Training Vest c/o Reebok | Hayasu Sneakers c/o Reebok...

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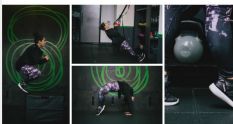
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