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# MARKET FACTS!

MARKET FACT #267

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## **MARKET FACT #267**

# 750M

**EUROS worth of Kanye West's (Yeezy) Merchandise was sold by Adidas in 2023, who donated some of its profits.**

**DATE:** February 29, 2024

**COMMENT:** It's good to reinforce something good that came from a bad deal, which in this case is the relationship between Adidas and Kanye West. The German sportswear even found a way to make a profit off of that unsold merchandise: "In its announcement, Adidas said it managed to generate an operating profit of 268 million euros in 2023 after it originally forecast a loss of 100 million euros. The company attributed the profit to its 'better-than-expected operational business' during its fourth quarter". – SOURCE: [CNBC](#). Nice!

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