

R O L L I N G W I T H K R I S T I A N K R A S I M I R O V



Diamond  
SUPPLY CO.

Hawke's

STANCE

ethika

Jart



## What is it?

- Skate Livestyle video clips (2,30min / HD) by Kris Krasimirov.
- Kris understand Skate as a livestyle rather than a competition, and wants to show how does he lives skate.
- Recorded originally in Barcelona, intended to eventually travel on further videos to other locations.
- Kris will show his livestyle, doing specially created tricks, meeting other skaters, riders, musicians... showing the whole Barcelona Skate and related Barcelona scene, from MACBA to bars, clubs and other amazing locations.
- *On this first chapter, Kris will show some new tricks, will visit his friends at MACBA and the beach and show us what his a day on his usual live.*

## Planning

**1st Video : Recording May 2021 | Release late June 2021**

Directed by: <https://www.instagram.com/benitoperis/>

*June 2021: Youtube Channel Launch*

- *Youtube and IG campaign:*
  - *Ads campaign*
  - *Supported by several pro-skaters and brands*

*Kris Krasimirov:*

*55.000 Fans IG: <https://www.instagram.com/kristiankrasimirov/>*



**Video Reference: How I Roll with Boo Johnson** (press image to go to video)



R O L L I N G W I T H



K R I S T I A N  
K R A S I M I R O V

N E W V I D E O  
Y O U T U B E  
I G  
S U M M E R 2 0 2 1

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R O L L I N G   W I T H   K R I S T I A N   K R A S I M I R O V



C O N T A C T :   W W W . F A D E U P A G E N C Y . C O M