Adidas x Gucci and the $1,600 umbrella that's being ridiculed in China

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After going viral in a matter of hours, the much anticipated collaboration between Adidas and Gucci is a hot topic right now in China, but not necessarily for the right reasons. Users of the social network Weibo are particularly critical of one item, a (supposed) umbrella selling for over $1,600, which doesn't actually offer any protection from the rain.

The umbrella is priced at 11,000 yuan (equivalent to over $1,600), printed all over with adidas and Gucci monograms, and is finished in a cotton and linen blend fabric with a carved birchwood handle. And a note, spotted on the bottom of the page, mentions that "this item is not waterproof and is meant for sun protection or decorative use."

"What to think of the Adidas x Gucci collaboration umbrella that costs 10,000 yuan but is not waterproof? Why don't high-priced products have basic functions?" says one user.

"Would you spend more than 10,000 yuan on a non-waterproof umbrella?," questions another. Discussion is proving very lively on the social network, to the point that a hashtag relating to the topic currently has more than 140 million views, reports the BBC.