

# Adidas left with Yeezy stock worth more than \$500m

Retail brand Adidas is reportedly stuck with Yeezy sneakers worth more than \$530m after cutting ties with musician Kanye West.



Source: [www.unsplash.com](https://www.unsplash.com)

In a report by the [The Financial Times](#) the brand is now trying to sell the sneakers to minimise losses.



## Ye and Adidas break up: Why brand marriages sometimes go bad

Pankhuri Malhotra 10 Nov 2022



The report stated that Yeezy made up 7% of the German brand's sales in 2022.

Adidas dropped West after he made anti-Semitic remarks in October.

In November Adidas announced that it would be [investigating](#) West after reports were made that he had acted inappropriately with staff members.

For more, visit: <https://www.bizcommunity.com>