**Why Red Wing Chose Octogenarians for Global Campaign**

Shoe brand Red Wing has tapped a pair of nontraditional influencers for its first global campaign, Sho-er and Wan-ji Chang, a husband-wife duo in their 80s who run a laundry in Taiwan that have amassed a growing Instagram following. "Our declaration with this campaign is that Red Wing doesn't follow fast-fashion trends," said Aaron Seymour-Anderson, Red Wing's head of brand and creative, adding, "Our product is built and designed to stand the test of time, so there was a shared ethos with them from the beginning."

***Adweek 3.5.21***

[*https://www.adweek.com/brand-marketing/red-wing-fashion-coolest-octogenarian-influencers/*](https://www.adweek.com/brand-marketing/red-wing-fashion-coolest-octogenarian-influencers/)

*Image credit:*

[*https://i.sozcu.com.tr/wp-content/uploads/2020/07/27/chang-wan-ji-ve-hsu-sho-er-6.jpg*](https://i.sozcu.com.tr/wp-content/uploads/2020/07/27/chang-wan-ji-ve-hsu-sho-er-6.jpg)