

adidas nmd chinese writing

Decoding the Aesthetics: A Deep Dive into adidas NMD Chinese Writing

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Introduction: The Intriguing Case of adidas NMD and Chinese Writing

The adidas NMD (Nomad) sneaker, with its distinctive design and futuristic aesthetic, has captivated sneakerheads worldwide. Less discussed, however, is the occasional appearance of Chinese writing on certain NMD models, raising questions about the brand's approach to incorporating this cultural element. This article delves into the various methodologies and approaches adidas employs (or has employed) in integrating Chinese writing into its NMD designs, exploring the aesthetic choices, cultural implications, and potential marketing strategies behind this practice. The analysis will consider both authentic collaborations and instances where the use of Chinese script might be considered less nuanced or potentially problematic.

Methodologies of Incorporating adidas NMD Chinese Writing

The integration of Chinese writing into adidas NMD designs manifests in several ways:

1. Direct Calligraphy: Some limited edition NMDs feature stylized calligraphy directly on the shoe's upper. This approach often involves collaboration with renowned Chinese calligraphers or artists, lending an air of authenticity and artistic value. The

selection of characters and their placement are crucial, contributing significantly to the overall aesthetic and meaning. Understanding the nuance of individual characters and their potential interpretations within a Chinese context is critical to evaluating the success of this approach. Poor execution could lead to unintended meanings or misinterpretations. The "adidas nmd chinese writing" found in this method often conveys a sense of heritage and artistry.

1. Stylized Characters: This method often employs simplified or modified Chinese characters, sometimes integrated into the overall design pattern of the shoe. These characters might not be readily legible, functioning more as visual elements contributing to the shoe's aesthetic appeal rather than conveying a specific message. The effectiveness depends heavily on the level of stylistic sophistication and the integration with the overall design language of the adidas NMD. The "adidas nmd chinese writing" in this style prioritizes visual impact over literal translation.
1. Placement and Context: The strategic positioning of Chinese writing on the NMD is another key aspect. Characters might appear on the heel, the tongue, or even subtly woven into the fabric. The chosen location significantly impacts the overall visual impact and the perceived importance of the Chinese script within the design. A prominent placement suggests a deliberate effort to highlight the cultural element, while a more subtle approach might prioritize a harmonious blend of aesthetics. Analyzing the placement within the broader context of "adidas nmd chinese writing" reveals a lot about the brand's intention.
1. Collaborations and Authenticity: Collaborations with Chinese designers, artists, or brands are crucial in ensuring authenticity and avoiding cultural appropriation. These partnerships often bring a deeper understanding of Chinese culture and aesthetics, resulting in more nuanced and respectful integrations of "adidas nmd chinese writing". Authentic collaborations often result in superior designs with a greater level of cultural resonance.
1. The Role of Brand Storytelling: Effective storytelling around the "adidas nmd chinese writing" can enhance the consumer experience. Providing context, explaining the choice of characters, and highlighting the collaboration process can create a deeper connection with the consumer, especially those with an affinity for Chinese culture. A strong narrative can significantly influence the perceived value and desirability of the shoe.

Potential Pitfalls: Cultural Appropriation and Misrepresentation

While the incorporation of Chinese writing can enhance the design and appeal of the adidas NMD, it is essential to avoid cultural appropriation and misrepresentation. The misuse of Chinese characters, particularly without proper consultation or understanding, can lead to negative reactions from consumers and damage the brand's reputation. A superficial use of "adidas nmd chinese writing" without acknowledging its cultural significance can be interpreted as disrespectful and exploitative.

Analyzing Specific Examples: A Case Study Approach

Examining specific adidas NMD models that incorporate Chinese writing, comparing and contrasting their design choices, the type of calligraphy employed, and the overall aesthetic outcome, allows for a more comprehensive analysis of the different methodologies discussed above. A comparative study could highlight the successes and failures of different approaches, providing valuable insights into effective and respectful integration of cultural elements into product design.

The Marketing Implications of adidas NMD Chinese Writing

The use of Chinese writing in the adidas NMD design can serve several marketing purposes:

Appealing to the Chinese Market: The incorporation of Chinese elements can attract Chinese consumers and enhance the brand's image within this crucial market.

Adding a Unique Selling Proposition (USP): The incorporation of Chinese writing can differentiate the NMD from other sneakers, creating a unique selling proposition and increased desirability.

Elevating Brand Perception: Collaborations with Chinese artists and the thoughtful use of Chinese characters can elevate the brand's perception, associating it with artistry, cultural sensitivity, and heritage.

Conclusion: Navigating the Complexities of Global Design

The integration of "adidas nmd chinese writing" presents a fascinating case study in global brand design. While it offers significant opportunities for creating unique and appealing products, it necessitates a careful and nuanced approach. Respecting the cultural significance of Chinese characters, engaging in authentic collaborations, and prioritizing thoughtful design are critical to avoiding cultural misappropriation and achieving a successful integration. The future of "adidas nmd chinese writing" and similar brand strategies depends on a commitment to thoughtful cultural engagement.

FAQs

1. Are all adidas NMDs with Chinese writing limited editions? Yes, most NMDs featuring Chinese writing are limited-edition releases, increasing their collector value.
1. Where can I find authentic adidas NMDs with Chinese writing? Reputable retailers and authorized adidas stockists are the best places to ensure authenticity.
1. How can I tell if the Chinese writing on an NMD is authentic? Look for high-quality craftsmanship and clear, well-executed calligraphy. Research the specific model and its release details to verify authenticity.
1. What does the Chinese writing on my adidas NMD mean? If you can provide an image, a specialist in Chinese calligraphy can help you decipher the meaning.
1. Is it common for brands to incorporate Chinese writing into their designs? Yes, many brands are increasingly incorporating elements of different cultures into their designs, reflecting a globalized market.
1. What are the ethical considerations when brands use Chinese writing? It's crucial to avoid appropriation and engage respectfully with the culture. Collaboration with experts is key.
1. How does the placement of Chinese writing impact the design's overall aesthetic? Strategic placement can enhance the design or detract from it; a subtle approach often works best.
1. How does the font style of the Chinese writing affect its impact? Different font styles convey different feelings; traditional scripts create a sense of heritage while modern fonts can feel more contemporary.

1. Are there legal ramifications for using Chinese characters without permission? Yes, improper use could lead to legal issues related to copyright or trademark infringement.

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1. "Consumer Perception of Cultural Elements in Sneaker Design: A Global Perspective": Surveys the global reaction to sneakers incorporating elements from different cultures.

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a fresh start, but is that even possible in a town that refuses to change? Set within the charged insularity of rural West Virginia, *Sugar Run* is a searing and gritty debut about making a run for another life.

adidas nmd chinese writing: Switch the Bitch Pettifleur Berenger, 2015-04-14 Pettifleur Berenger, property developer and star of the hit reality TV show 'The Real Housewives of Melbourne', has written her first book, based on inspiring stories shared with other women as well as her own experiences with all types of relationships. The Switch the Bitch formula is like taking an off-ramp in a traffic jam, but it's a completely alternative route you never before considered. The formula releases a woman from all the frustrations that are slowly grinding her down and wasting her life. Detailed anecdotes will walk you through the vital miss-steps a woman commonly makes in relationships, complete with the beneficial outcomes once she has 'switched her bitch'. Or in other words, when she has reclaimed her own power in a relationship.

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adidas nmd chinese writing: Mobile Marketing Management Hongbing Hua, 2019 Mobile Marketing Management lays the foundation for the new era with four pillars: service, substance, superuser, space, known as 4S theory for short.

adidas nmd chinese writing: Bitter Sweets Roopa Farooki, 2007-01-30 Shona Karim is in love. When she first sets eyes on Parvez at the age of ten, she knows he is the man of her dreams. Just like her father - tricked into marriage by her shamelessly deceitful mother - she is a hopeless romantic. Years later, lying to themselves and their families, the young lovers elope to start a new life above a sweet shop in south London. But Shona's inheritance is one of double lives and complicit deception. As time passes, and her children are born, it appears that she too has dark secrets that are about to be exposed. Can a family built on lies ever shake off its legacy? And can love ever be strong enough to right the wrongs of the past? 'Combining the cultural heritage of Monica Ali's Brick Lane with the intimate humour of family life in Roddy Doyle's novels' Easy Living 'Has the right blend of laughter and tears, a Brit-Asian crossover worth putting your feet up for' She

adidas nmd chinese writing: Sentiment Analysis and Opinion Mining Bing Liu, 2012 Sentiment analysis and opinion mining is the field of study that analyzes people's opinions, sentiments, evaluations, attitudes, and emotions from written language. It is one of the most active research areas in natural language processing and is also widely studied in data mining, Web mining, and text mining. In fact, this research has spread outside of computer science to the management sciences and social sciences due to its importance to business and society as a whole. The growing importance of sentiment analysis coincides with the growth of social media such as reviews, forum discussions, blogs, micro-blogs, Twitter, and social networks. For the first time in human history, we now have a huge volume of opinionated data recorded in digital form for analysis. Sentiment analysis systems are being applied in almost every business and social domain because opinions are central to almost all human activities and are key influencers of our behaviors. Our

beliefs and perceptions of reality, and the choices we make, are largely conditioned on how others see and evaluate the world. For this reason, when we need to make a decision we often seek out the opinions of others. This is true not only for individuals but also for organizations. This book is a comprehensive introductory and survey text. It covers all important topics and the latest developments in the field with over 400 references. It is suitable for students, researchers and practitioners who are interested in social media analysis in general and sentiment analysis in particular. Lecturers can readily use it in class for courses on natural language processing, social media analysis, text mining, and data mining. Lecture slides are also available online. Table of Contents: Preface / Sentiment Analysis: A Fascinating Problem / The Problem of Sentiment Analysis / Document Sentiment Classification / Sentence Subjectivity and Sentiment Classification / Aspect-Based Sentiment Analysis / Sentiment Lexicon Generation / Opinion Summarization / Analysis of Comparative Opinions / Opinion Search and Retrieval / Opinion Spam Detection / Quality of Reviews / Concluding Remarks / Bibliography / Author Biography

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adidas nmd chinese writing: The Cosmological Eye Henry Miller, 1973 A collection of prose by Henry Miller

adidas nmd chinese writing: The Gnostic Empire Strikes Back Peter Jones, 1992

adidas nmd chinese writing: *Advantage Hollywood* Ashok Amritraj, 2013-08-16 An inspirational story of making it against all odds What are the chances that a shy, insecure kid from India could become one of the most successful producers in Hollywood? Ashok Amritraj arrived in Los Angeles from Chennai with little more than a winning personality and a dazzling tennis game, honed at the U.S. Open and Wimbledon. He had fallen in love with movies as a child and now fell in love with Hollywood. He longed to make the motion picture business his career. But how? Thirty years later, Ashok has become one of the most successful producers in Hollywood. He has made over a hundred films with global revenues in excess of \$1 billion. From Chennai to Wimbledon to Hollywood, this is a gripping tale of grit and determination and of overcoming extraordinary obstacles. In the tradition of classic movie-industry tales, the people who walk through these pages include Frank Sinatra, Sidney Poitier, Sandra Bullock, Steve Martin, Dustin Hoffman, Sylvester Stallone, Angelina Jolie, Bruce Willis and many more.

adidas nmd chinese writing: *Running Beyond* Ian Corless, 2016-11-03 Ultra running is one of the world's fastest growing sports and in Ian Corless who runs the scene's most influential podcast, ultra-running has the perfect author to chronicle its rise. *Running Beyond* is a homage to the sport's legendary races, unique, commissioned photography, captures the diverse and striking terrain - from mountaintop peaks, to jungles and deserts. Through interviews with the legendary athletes of the sport, *Running Beyond* is the ultimate homage to the ultra-running world. Foreword by record-breaking, world number one, Kilian Jornet (Run or Die).

adidas nmd chinese writing: *The Flying Man* Roopa Farooki, 2012-01-19 *THE FLYING MAN* is the story of the ultimate immigrant from the twice Orange Prize long-listed author Roopa Farooki. Meet Maqil - also known as Mike, Mehmet, Mikhail and Miguel - a charmer and charlatan. A criminally clever man who tells a good tale, trading on his charm and good looks, reinventing himself with a new identity and nationality in each successive country he makes his home, abandoning wives and children and careers in the process. He's a compulsive gambler - driven to lose at least as much as he gains, in games of chance, and in life. A damaged man in search of himself.

adidas nmd chinese writing: *The Diary of a Hounslow Girl* Ambreen Razia, 2017-02-01 The story of a modern Asian young woman trying to straddle Western attitudes and traditional beliefs. You've heard of an Essex Girl or even a Chelsea Girl but what is a Hounslow Girl? The term has become a byword for confident, young Muslim women who are grappling with traditional values, city life and fashion. From the joys of Pakistani weddings to fights on the night bus, Ambreen Razia's *The Diary of a Hounslow Girl* is a funny, bold, provocative play highlighting the challenges of being a teenage girl in a traditional Muslim family, alongside the temptations and influences of growing up in and around London. "Ambreen's writing is poetic in its structure and intensity, funny, moving, chilling, and delivered in a style that takes inspiration from spoken word and physical theatre. She has created a rhythm that draws the audience in, as compelling as a thriller, complete with gathering ominousness, shocks and comic relief." Deborah Bestwick, Director, Ovalhouse "Ambreen Razia's terrific play is exactly the kind of new work we wish to support in the new home of multi-cultural theatre in London. *Hounslow Girl* is a wonderfully funny take on a London phenomenon and one audiences will enjoy." Jatinder Verma, Artistic Director, Tara Arts "a powerful piece of theatre... Ambreen Razia's performance is astonishing. *BritishTheatre.com* This is a sophisticated, moving and often very funny piece of writing, particularly nuanced in its depiction of Shaheeda's relationship with her mother ... astute in tackling the breakdown of the loving bonds between parent and child that can occur when a child becomes a teenager - and also how this experience can be magnified for the children of first-generation immigrants, whose parents feel distant from their children's British lives... Razia's script touches on everything from first love to cultural expectations to student-teacher relationships; it's a bit like an inner-city version of *An Education*. The Stage Ambreen Razia is an actress and writer from South London. *The Diary of a Hounslow Girl* is Ambreen's debut show which premiered at Ovalhouse in 2015. Passionate about re-establishing British Asian comedy within the UK, she continues to write her comedy sketch show involving two British Asian girls exploring the clash between traditional Indian/Pakistani culture and

modern British life. She is also currently writing her next play POT primarily focusing on the recent comeback of gang culture within the UK. Performance credits include: On the Middle Day (Old Vic Theatre); Words and Women (Edinburgh Fringe); Random Acts (Channel 4); Fair Exchange (Hen and Chickens Theatre); Variations on a Theme (Camden People's Theatre); Mind the Gap (National Theatre); No Guts, No Heart, No Glory (BBC4/Perth Festival Australia) and Murdered by my Father (BBC3).

adidas nmd chinese writing: Afrasian Transformations Ruth Achenbach, Jan Beek, John Njenga Karugia, Rirhandu Mageza-Barthel, Frank Schulze-Engler, 2020 African-Asian interactions contribute to the emergence of a decentred, multi-polar world in which different actors need to redefine themselves and their relations to each other. Afrasian Transformations explores these changes to map out several arenas where these transformations have already produced startling results: development politics, South-South cooperation, cultural memory, mobile lifeworlds and transcultural connectivity. The contributions in this volume neither celebrate these shifting dynamics as felicitous proof of a new age of South-South solidarity, nor do they debunk them as yet another instance of burgeoning geopolitical hegemony. Instead, they seek to come to terms with the ambivalences, contradictions and potential benefits entailed in these transformations -- that are also altering our understanding of (trans)area in an increasingly globalized world. Contributors include: Seifudein Adem, Nafeesah Allen, Hanna Getachew Amare, Tom De Bruyn, Casper Hendrik Claassen, Astrid Erll, John Njenga Karugia, Guive Khan-Mohammad, Vinay Lal, Pavan Kumar Malreddy, Jamie Monson, Diderot Nguemouo, Satwinder Rehal, Ute Rösenthaller, Alexandra Samokhvalova, and Sophia Thubauville--

adidas nmd chinese writing: Globalisation, Development, and Child Rights Kailash Satyarthi, Bupinder Zutshi, 2006 Globalization And Structural Adjustment Programmes Not Only Reinforces Greater Integration In The World Economy But Is A Veneration Of The Market As The Only Mediator Of Efficiency And Growth. It Has Resulted In Renunciation Of The State Responsibility To

adidas nmd chinese writing: Snookered Ishy Din, 2014-12-30 Snookered probes into the lives of young Muslim men and their fragile masculinity, burdened by cultural expectations yet charged with personal dreams. In a volatile political climate, Ishy Din opens a timely window into a strand of British Muslim life that often remains unseen. The plot follows four friends who, every year, meet on the anniversary of their mate's death for a game of pool and a few drinks. As they excavate the past and measure their own lives, secrets are revealed and allegiances shift as quickly as the drinks are downed. Can they put to rest their guilt over the untimely death of their friend? And will their friendship survive the final betrayal? One of the very few plays written both by and about British Muslims, Snookered explores their camaraderie, life decisions, and their self identity within their close-knit Muslim community of extended families and network of friends. The sharp, pace-filled dialogue captures the Punjabi-English urban patois that is currently developing in northern towns but is rarely seen onstage. The result is that the characters are both alive and relevant, and moments of sharp wit collide with emotionally searing exchanges. Developed by the theatre company Tamasha, whose manifesto is to explore British Asian perspectives and identities, Snookered is unafraid to feature difficult and significant themes such as religion, drug addiction, misogyny, poverty and racism. Against this backdrop, Snookered is first and foremost a psychologically detailed but razor-sharp depiction of young men finding their paths in life, whilst navigating what it means to be young, British and Muslim.

adidas nmd chinese writing: Seven Seconds Or Less Jack McCallum, 2007-05 Chronicles the Phoenix Suns' 2005-2006 basketball season, discussing players, coaches, games, organizational changes, and more.

adidas nmd chinese writing: The Routledge Handbook of Transregional Studies Matthias Middell, 2018-11-08 The Routledge Handbook of Transregional Studies brings together the various fields within which transregional phenomena are scientifically observed and analysed. This handbook presents the theoretical and methodological potential of such studies for the advancement of the conceptualization of global and area-bound developments. Following three decades of intense

debate about globalization and transnationalism, it has become clear that border-crossing connections and interactions between societies are highly important, yet not all extend beyond the borders of nation-states or are of truly world-wide reach. The product of extensive international and interdisciplinary cooperation, this handbook is divided into ten sections that introduce the wide variety of topics within transregional studies, including Colonialism and Post-Colonial Studies, Spatial Formats, International Organizations, Religions and Religious Movements, and Transregional Studies and Narratives of Globalization. Recognizing that transregional studies asks about the space-making and space-formatting character of connections as well as the empirical status of such connections under the global condition, the volume reaches beyond the typical confines of area and regional studies to consider how areas are transcended and transformed more widely. Combining case studies with both theoretical and methodological considerations, The Routledge Handbook of Transregional Studies provides the first overview of the currently flourishing field of transregional studies and is the ideal volume for students and scholars of this diverse subject and its related fields.

adidas nmd chinese writing: The Encyclopedia of Natural Medicine Third Edition

Michael T. Murray, Joseph Pizzorno, 2012-07-10 The most recognized and respected resource on natural medicine—with more than 1 million copies sold—is now revised and updated to include the latest information on diet, nutritional supplements, and other natural medicines. Dr. Michael T. Murray and Dr. Joseph Pizzorno are two of the most trusted doctors of natural medicine in the world. In this third edition of The Encyclopedia of Natural Medicine, they team up once again to deliver the most powerful and up-to-date holistic remedies for more than eighty common ailments. Fully revised for the first time since 1997, this A-Z guide includes brand-new treatments, the latest scientific studies, and wisdom from today's cutting-edge research in the field of naturopathy. From dealing with acne to varicose veins, each topic includes a list of symptoms, a description, therapeutic considerations, and a treatment summary, along with suggested nutritional supplements and herbal medicines. Focusing on prevention, safety, and the key naturopathic principle of treating the whole person, this book shows how to avoid disease, increase longevity, and develop a healthy lifestyle.

adidas nmd chinese writing: Hobo Cowboy Jack Overbey, 2018-10-10 As Chief Sitting Bull stepped up on the porch, he turned to face the crowd. My friends, he began by sweeping his right arm around, encompassing all in attendance, I am called Sitting Bull, war chief of the Lakota Sioux, but it was not always so. My mother and father named me at birth Jumping Badger. My name was changed to Sitting Bull after my coming-of-age vision. My ancestors and I grew up in the sacred Black Hills of Dakota, where we lived happily for many thousands of years. And then the white eyes came. We lived by our own tribal law and the law of the great spirit which is true, and just then the Great White Father in Washington said he wanted all of our land for themselves, and the yellow iron found on it, then sending Yellow Hair Custer to our land to find the yellow iron, breaking our treaties, which we had signed many times but was broken each time by the white man, not us. They told us, upon threat of war and death, to give up our sacred land and go live on the white man's reservation. They said we must send our children to white man's school, learn the white man's ways, forget the ways of our fathers and grandfathers, plow the Mother Earth, they wanted our weapons turned over to the blue coats, these things we could not do. As any man worth his small ration of salt would do, even as the white eyes have done in their civil war, we fought for our freedom.

adidas nmd chinese writing: The Man Who Bent Light Narin Singh Kapany, 2022-03-14 The father of fiber optics, Narinder Singh Kapany was far more than your typical multi-hyphenate. Inventor, art collector, sculptor, farmer, entrepreneur, teacher, and a successful businessman, Dr Kapany was what Fortune magazine in its 1999 issue called, 'one of the seven unsung heroes of the 20th century'. An insightful and inspirational life story, this memoir chronicles his 90 remarkable years. Charming, idiosyncratic, and highly engaging, The Man who Bent Light serves up enough variety and verve to celebrate the lives of a half-dozen individuals. But there is only one Narinder Singh Kapany, and his life, illuminated in his singular memoir, is a life like no other.

adidas nmd chinese writing: Letters to Anaïs Nin , 1965

adidas nmd chinese writing: Go Away Closer Dayanita Singh, 2007 Exhibition of the

photographer's works at four galleries in 2007.

adidas nmd chinese writing: Asking, We Walk Corinne Kumar, 2007 Contributed articles.

adidas nmd chinese writing: Drawing the Line Howard Brenton, 2013 A vivid telling of the chaotic story of the partition that shaped the modern world. London, 1947. Summoned by the Prime Minister from the court where he is presiding judge, Cyril Radcliffe is given an unlikely mission. He is to travel to India, a country he has never visited, and, with limited survey information, no expert support and no knowledge of cartography, he is to draw the border which will divide the Indian sub-continent into two new Sovereign Dominions. To make matters even more challenging, he has only six weeks to complete the task. Wholly unsuited to his role, Radcliffe is unprepared for the dangerous whirlpool of political intrigue and passion into which he is plunged - untold consequences may even result from the illicit liaison between the Leader of the Congress Party and the Viceroy's wife... As he begins to break under the pressure he comes to realise that he holds in his hands the fate of millions of people. *Drawing the Line* premiered at the Hampstead Theatre, London in December 2013. Powerful... a fascinating play which views colonial culpability from an unexpected and singularly revealing angle. - Independent Brenton is a masterly storyteller... the play expertly draws you into the maelstrom. - Financial Times Brenton knows how to make history manifest... gives a vivid picture of the pressures of the time. - Guardian Fleet and fascinating. - WhatsOnStage Crisp, elegant and revelatory... a fascinating story of mixed intentions and rushed folly. - The Stage Howard Brenton is a prolific playwright whose plays have been staged at the Royal Court Theatre, National Theatre, RSC and Shakespeare's Globe among others. Other writing work includes collaborations with David Hare and thirteen episodes of the BBC1 drama series *Spooks*.

adidas nmd chinese writing: LEGO City: Santa Surprise Activity Book LEGO® CITY, 2017-10-19 It's Christmas time in LEGO CITY! Join the citizens in their Christmas preparations and help Santa get ready for the big day! This wonderful Christmas-themed LEGO activity book is complete with cool comics, awesome activities and a brilliant Santa Claus minifigure to add to every LEGO fan's collection.

adidas nmd chinese writing: Tatsinda Elizabeth Enright, 1991 When a giant invades the peaceful kingdom of the Tatrajanni and takes the different-looking girl prisoner, it takes the combined efforts of the wise woman of the mountain, the Prince, and the girl herself to rid the kingdom of the intruder.

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