



Originals by Originals Spring/Summer 2011
- Celebrating individual iconic design inspirations –

David Beckham/Design J. Bond, Jeremy Scott, Kazuki

Herzogenaurach, September 2010 – The spring/summer 2011 Originals by Originals collections of Jeremy Scott, Kazuki and David Beckham in design collaboration with James Bond reflect individual interpretations of each design partner on “everything iconic”, offering fresh takes on apparel and footwear with the unique adidas signature style. Product will roll out to international selected accounts and worldwide Originals stores according to the global Fashion Weeks calendar kicking off on February 1st with the David Beckham/James Bond line, continuing with the Jeremy Scott men’s offer on February 15th, women’s on March 1st and the Kazuki range on March 15th, 2011.

Design inspiration for David Beckham and James Bond’s fine men’s line derives from the outfits and fashion spotted in the movie “The Great Escape”. The result is a clean, classy collection presenting a blend of vintage American sportswear featuring fleece fabrics and sport-inspired items mixed with some very fashionable pieces using Italian wool servicing the more preppy consumer. Highlight products include classic fleece Sweat Pants that feature an adidas print as well as an LA call-out alongside a Hooded Wool Jacket made of fine Italian wool that redefines a classic suit jacket, giving it a sporty twist by adding a hood and front zippers. A 3-Stripes branded silk pocket square and a matching Wool Dress Pant make this a perfect outfit – in dark navy or grey. Inspired by timeless saddle shoes, key footwear pieces highlight a new Superstar ‘80s silhouette featuring a leather and high-quality textile combination in white and dark navy.

Jeremy’s playful and witty designs are brought to life in an equal-sized range for men and women for the first time and are built around iconic adidas silhouettes he loves. Firebird

Track Suits next to graphic prints and designs he is known for and has done for his own line like French Fries and Boot Stomp print are at the forefront. He brings back new versions of designs he created exclusively for his adidas range that are about to become an icon themselves – the Wings, now not only to be found on sneakers but also on a Biker Vest and Wings Moto Pants. Jeremy's take on the iconic Firebird Track Top comes in a military style: a camo crystal hole track top. Inspired by the traditional military camouflage, this track top features an all-over camo graphic print with applied crystals and metal holes and is finished with embroidered 3-Stripes branding.

Dedicated women's pieces include a sexy Crop Leather Jacket which is a feminine take on a leather motor cross bike jacket made from high-quality soft leather and finished with patches of the Trefoil logo on the sleeves alongside a women's Multibutton Dress and Bustiers.

One-of-a-kind sneaker models embrace the JS Bear shoe featuring a teddy bear that is inspired by Jeremy's friend Kanye West, who used to feature bears on his albums, as well as the re-introduction of the JS Boots silhouette – a wedge boot Jeremy once did in collaboration with adidas exclusively for Madonna's world tour.

Tokyo's latest streetwear fashion for the spring/summer 2011 season found inspiration within personalities Kazuki is connected with. Fans will find a special ZX ADV sneaker featuring and designed with British musician Ian Brown, a jacket and graphic tees with floral designs from Azuma, a Japanese florist artist and friend of Kazuki's. In addition, the "Alignment for your Preference" story offers the possibility to cut off pants and track tops to individual preference, merchandised through several products. Footwear key styles celebrate an updated design on the iconic "Stan Smith 80" created in collaboration with Jam Home Made – a Japanese jewelry brand – providing custom-made eyelets. In addition, the range carries new versions of beloved items like the 3 L Shell Jacket highlighting Kazuki's iconic twist on classic sportswear with technical elements, features or trims.

Combining components of sport, glamorous fashion, technical streetwear and music, the spring/summer 2011 Originals by Originals range "Celebrates Originality" at its best. The partner line-up and their individual interpretations on adidas Originals products speak to

different consumers around the world whilst at the same time allowing regional diversity. It is the sum of its different parts that makes Originals by Originals.

Altogether, the three collections comprise 76 apparel pieces and 31 footwear styles. Apparel prices range from €50 to €500. Footwear ranges from €65 to €400. This long-term partnership is represented by the adidas Originals Trefoil and the respective designer logos.

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