

adidas Originals Blue collection Spring/Summer 2011

Launching first in-house denim line and fine bag assortment

In Spring/Summer 2011 the adidas Originals Blue collection (formerly known as the blue label collection Originals A.039) presents a fashionable street wear range with contemporary looks for men and women. Completing the holistic offer with styles from head to toe, the adidas Originals Blue collection introduces its first in-house Originals denim line as well as a collection of premium accessories led by an assortment of soft fine leather bags. The collection's name is a homage to the iconic adidas Originals blue colour tone "bluebird", a signal well known by adidas Originals fans around the globe.

Coming as big news for 2011, adidas Originals will debut its first in-house denim collection in January. Offering two styles for both men and women in a variety of washings, denim is meant to stay and become an integral part of the overall adidas Originals offer. The collection is going to be extended to other styles and will also build on continuity, carrying over successful and familiar fits from season to season. For men the offer consists of a classic relaxed fit called CONDUCTOR as well as the REKORD, a modern slim carrot fit. On the women side there is the skinny fit CUPIE and a boyfriend cut called WINNETA.

Building on the popularity of the 3-Stripes brand in footwear, all denim cuts are specially designed to be perfectly wearable with a pair of sneakers. Straight but not narrow legs from the knee down as well as overall loose fits reflect the perfect street wear look. Together with a lot of subtle yet sophisticated details, the jeans aim to become part of everyone's everyday lifestyle.

Besides this premier in-house denim offer, the adidas Originals Blue collection also introduces a beautiful collection of bags in top quality. With reversible canvas and nylon tote bags and multifunctional backpacks next to premium leather Weekender and Computer Bags, four one-of-a-kind styles complete the stylish look whether it is for business or a little weekend trip.

Information



The Spring/Summer 2011 adidas Originals Blue collection remains true to the direction of previous seasons presenting fashionable, yet playful design, new silhouettes, a fresh colour palette and love for details. The comprehensive, subtly branded collection speaks to the mature, trend savvy consumers by twisting adidas Originals' archive pieces into today's street fashion. The collection plays with classic, sporty elements and uses them in fresh new ways. Details like visible elastics, triangle inserts and curved side splits come from classic running gear while color blocking and clean, subtle use of the 3-Stripes mark the sporty yet elegant touch of the adidas Originals Blue collection. The outfit-driven concept led by apparel and completed by footwear and accessories can be worn for any occasion, whether it is when going out for dinner, on the way to the gym or just hanging out at home on a lazy Sunday afternoon. The Blue collection is designed to have fun and not taking oneself too serious all the time while still looking good and stylish.

The adidas Originals Blue line will be on sale from January 2011 at adidas Originals stores and at selected partners in the adidas fashion distribution channel. Prices for apparel range from EUR/US\$ 30 for classic tees and tops up to EUR/US\$ 160 for jackets. Footwear styles start at EUR/US\$ 45 for canvas espadrilles and go up to EUR/US\$ 100 for hi-cut silhouettes. Accessories range from EUR/US\$ 45 for a tote bag up to 400 EUR/US\$ for a premium weekender bag. The denim offer consists of eight washes per gender and ranges from 80 to 150 EUR/US\$.

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