

# adidas Originals Fall/Winter 2012 Collection

Presenting special winterized classics and a new tech concept

**Herzogenaurach, January 18<sup>th</sup>, 2012** – In Fall/Winter 2012, adidas Originals releases an exciting and innovative streetwear offer presenting diverse capsules from its statement concepts to its core collections. A new series of functional and lightweight sneakers and apparel with eye-catching technical elements will be introduced in July. The collaboration with Porsche Design returns with new footwear styles featuring innovative engineering-inspired details, and an extension into apparel. The designer collaborations with Jeremy Scott and David Beckham showcase well-known and beloved product packages embracing their respective style. The Originals Blue collection introduces a consolidated premium offer targeting the mature, fashion-conscious consumer.

The Fall/Winter 2012 adidas Originals core collection for both genders touches various playgrounds of the lifestyle community. Offering a spectrum of styles ranging from preppy casuals to visible technology to authentic productions for skateboarding made by skateboarders, the collection also integrates seasonality in its overall range, including both winterized products and real winter silhouettes.

Newness on the men's side brings a tech-inspired concept that presents the lightest footwear from the Originals range to date, as well as the ongoing collaboration with Porsche Design featuring sporty yet elegant footwear and apparel inspired by driving culture. The dedicated women's offer features collegiate styles in a variety of executions, including sporty, stylish and glam rock executions. There are also perfectly merchandisable styles that highlight complete looks complemented with an exciting set of accessories.

The adidas Originals Blue collection pays tribute to biker culture and British heritage and continues to celebrate the 40<sup>th</sup> year anniversary of the Trefoil in a fresh and fashionable way. From a dressed-up but simple and clean British heritage style to archive footwear pieces from the '70s, '80s and '90s for men, and a dark and rough motorcycle culture-inspired range, the Blue collection also expands its product offer to outdoor boots and a feminine ballerina flat derived from the iconic SL 72. The material palette extends from flannel, leather details and Navajo pattern to tweed, overdyed and cable knit.

## Information



The continuing design collaborations with Jeremy Scott and David Beckham remain true to presenting each partner's new visions and offering premium collections that will amaze and excite. Style and sports icon David Beckham, together with Undefeated co-founder James Bond, provides an adidas Originals range for Fall/Winter 2012 embracing David Beckham's favourite pieces. Military and athletic fleece-inspired products with high-quality materials like noble wool and subtle details as well as a toned-down colour palette reflect David's personality and style. In contrast, Jeremy Scott plays with flower and animal patterns, such as butterflies, a new interpretation of his popular teddy bears, and computer keyboard prints on iconic adidas silhouettes. Bright and loud colours characterize the entire collection, and his iconic wings can be found on a women's wedge featuring wings with a butterfly print.

The adidas Originals Fall/Winter 2012 collection will debut in the Denim Hall of the Bread & Butter Trade Fair in Berlin from January 18<sup>th</sup> to 20<sup>th</sup>, 2012, and will hit Originals stores and select retailers worldwide in several releases beginning in July 2012. The diverse collection offering cross-merchandisable products will roll out in monthly product drops.

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