

## **BIO – NIC GALWAY**

### **Vice President of Global Design – adidas Originals**

Beginning his career in industrial and automotive design before joining adidas in 1999, Nic Galway's 16-year tenure with the brand has spanned numerous creative roles across performance and style. His multi-disciplinary approach to design has been evident in the formation of high-profile product offerings such as the Pure BOOST and the Y-3 Qasa, and has been crucial to many of adidas' high profile collaborations including adidas by Stella McCartney, the foundation of Y-3 with Yohji Yamamoto and most recently adidas' partnership with Kanye West.

With a design process founded upon the concept of collective memory, understanding adidas Originals' journey as a brand is central to Nic's work – identifying and isolating the iconic language of the brand with the three-stripes, and translating this into a compelling modern context. This unification of heritage, innovation and cultural connection is exemplified by his work on the Tubular and continues with the NMD silhouette.