



White Mountaineering®

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## FAQ

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### **Take away messages for media:**

The adidas Originals by White Mountaineering collaboration represents what we have pioneered and where we are going.

The adidas Originals by White Mountaineering collaboration embodies adidas Originals' design direction and our dedication to style.

### **Why did adidas Originals partner with White Mountaineering?**

White Mountaineering is one of leading menswear brand, which is known for their progressive design language and sophisticated approach to technology.

They are the best partner to bring newness and excitement to adidas Originals as our Statement collaboration.

### **When did adidas Originals first partner with White Mountaineering?**

We started our project with one of our most iconic footwear, Stan Smith released in March, 2015.

### **What is the inspiration behind the FW16 collection?**

We took more inspirations from classic outdoor or hiking pieces and mixed them with our branding and White Mountaineering design philosophy.

### **What are the footwear models in the collection?**

NMD City Sock, SEE-U-LATER with Prime Knit upper, Forum, Formel 1, Rod Laver, EQT Running Support with Prime Knit upper

### **What are the key pieces?**

APP- WM SHELL JACKET (AY3126), WM LONG BENCH JACKET (AY3114 / BLACK)

FTW- WM NMD CITY SOCK (S80529), WM SEEULATER (S80530/BLACK)

### **What contemporary features does the collection contain?**

Original key graphic, which is camo and plaid mixed pattern

Gore-Tex material for shell jacket

White 3 stripes on left cuffs on key APP pieces

### **When is the White Mountaineering FW16 available and in what markets?**

Q3 pack: August, Q4 Pack: October

The launch of adidas Originals by White Mountaineering FW16 will be on sale globally from August, 2016 in our flagship stores, online and in selected retailers.

### **Will there be more another season?**

We are now in proto type phase for SS17.

### **What size run does the White Mountaineering Footwear come in?**

Size UK 4 – UK 13.5

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