



KANYE WEST and adidas Originals release the YEEZY BOOST 350 V2 Core Black / Core White

This September, Kanye West and adidas Originals first introduced the YEEZY BOOST 350 V2. The world's most influential and sought-after shoe debuted with a flash of color, followed by the release of three color-ways at the same time in November. Now, on 17th of December, the YEEZY BOOST 350 V2 returns again in black with subtle core white accents.

Redesigned yet true to its roots, the YEEZY BOOST 350 V2 is crafted with beautiful, premium materials that infuse adidas' technology with Kanye West's unmistakable aesthetic. The black Primeknit upper is ornamented with a core white streak bearing the mark 'SPLY-350'. A semi-translucent rubber outsole and TPU sidewalls create a striking effect while providing superior traction.

The YEEZY BOOST 350 V2 midsole utilizes adidas' innovative BOOST™ technology to create a durable, shock-resistant, responsive sole. At the same time, the breakthrough Primeknit material leverages adidas' most advanced digital knitting techniques to fit like a second skin. Featuring the distinct center stitching on its upper as well as the signature ribbed outsoles, the YEEZY BOOST 350 V2 pays homage to its predecessor.

The YEEZY BOOST 350 V2 will hit stores globally on **December 17th**, 2016 and retails for 220\$/€.

Reservations for the YEEZY BOOST 350 V2 will be offered at select adidas retail locations prior to release day through the adidas Confirmed App. The app has been completely redesigned with the consumer in mind and continues to simplify the reservation process with a first come, first served methodology. The app is available in the United Kingdom, Germany, Italy and the U.S., and will manage reservations in select adidas stores. For this release adidas Confirmed will now support Washington DC and Orlando, FL in addition to 12 other US cities. The app can be downloaded from the apple App Store or Google Play. For further information go to adidas.com/confirmed.

For more information please visit our adidas News Stream: <http://news.adidas.com/de>

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