



Information

XBYO - The next generation of wardrobe essentials

Introducing a brand new apparel collection for 2017, adidas Originals presents XBYO, a range inspired by the essence of 3-stripes sportswear and driven by a trifecta of collaborative mastery.

Driven by a desire to create the comprehensive streetwear wardrobe, XBYO takes an open-source approach to design to create a simple, timeless range that unites past, present and future. For its inaugural collection, XBYO looks back to adidas Originals' first ever apparel range, distinguished by a signature cross motif taken from the heel-detail of the 1959 adidas Italia. Cuts for the collection were then devised by renowned pattern maker Satomi Nakamura, bringing a sharpened and refined cut to classic sportswear designs. The final collection is then constructed from an exclusive premium Japanese terry cotton from Yamayo Textiles, continuing a relationship between the factory and adidas Originals that has endured over half a century.

The final collection is a collection that underscores the foundation of contemporary style, blending minimalist design with the pinnacle of craft and creativity to produce the next generation of wardrobe essentials for men and women.

The XBYO collection is available on **January 5** at adidas Originals Flagship Stores, Onlineshop and selected shops.

For more information please visit our adidas News Stream: www.news.adidas.com/DE

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