



Information

adidas Originals by White Mountaineering Spring/Summer 2017

For SS17, adidas Originals is reuniting with Japan's White Mountaineering and Mr. Yosuke Aizawa to create a sophisticated and premium collection celebrating style, creativity and innovation. The collection showcases White Mountaineering's technical and modern design interpretations, attention to detail, and unparalleled knowledge of utilitarian product, along with adidas Originals' rich heritage and iconic 3-Stripes. SS17 will also mark the introduction of new footwear styles including NMD Trail, EQT Support Future and NMD R2.

White Mountaineering will reinterpret adidas Originals classic styles including hooded track tops, windbreakers, logo t-shirts and track pants across two separate drops. White Mountaineering's renowned attention to detail helps reinterpret adidas Originals' technically innovative sportswear, creating a collection that is bold, modern and infused with colour and typeface for Spring/Summer. Key looks of the season include a long coat and challenger track pant, along with a field windbreaker and short pants.

Inspired by the Urban Nomad identity, 'Urban Mobility' remains at the core of this reimagined collection, and helps introduce the White Mountaineering collaboration of pinnacle footwear styles as an extension to apparel. NMD Trail, NMD R2 and EQT Support Future will all feature signature design details, including reflective 3-Stripes, technical materials and BOOST™. With the addition of these distinctive footwear styles, this creative pairing cements the two brands' commitment to innovative, contemporary streetwear.

adidas Originals by White Mountaineering SS17 collection is available on **January 19** at adidas Originals Flagship Stores, Onlineshop and selected shops. There will be a separate drop in March 2017.

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

- Contact -

Nadine Rümmelin

Brand PR Manager Style

E-Mail: Nadine.ruemmelin@adidas.com

Phone: (+49) 9132 84 -4263