



Information

adidas Originals – YEEZY BOOST 350 V2 Black / Red

FEBRUARY 2017 – After the introduction of the YEEZY BOOST 350 V2 silhouette in 2016, the first adidas + KANYE WEST release of 2017 sees the model return in a black / red color way, releasing globally on February 11th in adult and, for the first time, infant sizing.

The YEEZY BOOST 350 V2 features a black Primeknit upper with contrast red letters bearing a mirrored 'SPLY-350' mark, distinct center stitching, and, for the first time on the YEEZY BOOST 350 V2, a heel tab.

On the adult shoe, a semi-translucent rubber outsole and TPU sidewalls create a striking effect while providing superior traction, while the YEEZY BOOST 350 V2 midsole utilizes adidas' innovative BOOST™ technology to create a durable, shock-resistant, responsive sole.

The infant shoe features a responsive all-rubber outsole, and a BOOST™ midsole, delivering superior traction and comfort.

The YEEZY BOOST 350 V2 will retail for 220\$/€, the YEEZY BOOST 350 V2 INFANT for 140\$/€, and both models will hit stores globally on February 11th, 2017.

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 simplifies the reservation process with a first come, first served methodology. The app is available in Belgium, China, Denmark, France, Germany, Italy, The Netherlands, United Kingdom, and The United States, and will manage reservations in select adidas stores. The app can be downloaded from the apple App Store or Google Play. For further information go to adidas.com/confirmed

www.adidas.com/KANYE

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