



Information

adidas Originals x Pharrell Williams: Tennis Hu

Hu is more than a campaign or a collection of footwear models, it represents a belief. Hu, a name based on the first syllable of 'Human', seeks to bring us together as people; celebrating both our cultural differences and our collective power. Every adidas Originals collaboration seeks to push the brand into new territory. Last year's Hu range introduced in partnership with Pharrell Williams took the NMD and toyed with its shape and color.

This year, in a step further, we are thrilled to unveil the Tennis Hu – a brand new silhouette and Pharrell's first ever signature model. Both launch editions acknowledge and pay tribute to the past, with colorways based on two of adidas' most iconic tennis shoes. The white pair with green detailing is a homage to the Stan Smith while the yellow lacing, yellow sole, and golden heel tab are hallmarks of the Forest Hill, the 1970s court classic.

The Tennis Hu is a breathable summer model which boasts adidas' key footwear technologies in an updated execution. The shoes' white upper is constructed using flexible Primeknit. Its distinct fabric texture continues on to the lightweight EVA midsole as pronounced waffle structure. The lacing system is built into the shoe's body and the tongue features a suede tab with the adidas Originals insignia. For the Tennis Hu, adidas and Pharrell take the components of a modern, lightweight runner and cast them on a casual tennis model. As one of the world's highest regarded producers, Pharrell is a maker – as a songwriter he is a storyteller, so expect each forthcoming edition of the Tennis Hu to be accompanied by a strong narrative.

The Hu line was launched last year with Pharrell's simple statement "I play for the human race". This year, Pharrell will use his experiences from traveling to all corners of the world as a source of inspiration behind the upcoming colorways. All the best collaborative sneakers come with a story. Here is a sneaker that treads new territory while clearly nodding to adidas Originals' rich history.



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The adidas Originals x Pharell Williams Tennis Hu will hit stores on May 6th for €.

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- Contact -

Markus Giering

Specialist Public Relations

E-Mail: markus.giering@adidas.com

Telefon: (+49) 9132 84 - 75827