

PR EMBARGO June 12, 2017 10 a.m. CET



Herzogenaurach – June 2017

adidas Originals has reunited with London's PALACE Skateboards for a brand new SS17 collaborative collection that takes things back to the early days. Founded in 2010, PALACE, known for its creative talented skate collective, sense of humour and distinct logo has since become one of the most in demand independent skateboard and streetwear brands of today.

For the latest collection, PALACE's signature aesthetic returns across a number of iconic adidas silhouettes including wardrobe essentials such as the long sleeve tee shirt and French terry track pant in blue, two archive inspired short sleeve t-shirts and the most essential of all, THE bathrobe.

Accompanying footwear to the collection revisits what has become the PALACE and adidas staple archival theme with contemporary 3-stripes silhouettes with the return of the PALACE indoor silhouette, in a duo of new color ways inspired by the adidas archive. Constructed from a premium suede upper, Gazelle indoor tooling and BOOST technology, the pairs come in bold blue, solar yellow and a molten metallic gold whilst the counterpart get a clean treatment of white, iconic adidas blue and bright yellow both inspired on original adidas archive footwear colourways. As always, it's classic three-stripes style with an inimitable PALACE aesthetic.

The launch of adidas Originals by PALACE SS17 will be on sale globally on June 16th, 2017 through PALACE distribution and in selected retailers.

| ARTICLE NAME | RETAIL PRICE |
|------------------------|--------------|
| PALACE INDOOR FTW | 130.00 |
| TSHIRT | 50.00 |
| TRACK PANT | 120.00 |
| LONG SLEEVES TEE SHIRT | 70.00 |
| BATHROBE | 250.00 |

@palaceskateboards
@adidasoriginals
#adidasoriginals

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About adidas Originals

Inspired by the rich sporting heritage of adidas – one of the world's leading sports brands and a global designer and developer of athletic footwear and apparel - adidas Originals is a lifestyle brand founded in 2001. With the adidas archive at its foundation, adidas Originals continues to evolve the brand's legacy through its commitment to product innovation and its ability to filter the creativity and courage found on courts and sporting arenas through the lens of contemporary youth culture. Marked by the iconic Trefoil logo that was first used in 1972 and championed by those that continue to shape and define creative culture, adidas Originals continues to lead the way as the pioneering sportswear brand for the street.