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NMD APPAREL / FW17

Introducing a brand new apparel concept for Fall/Winter 2017, adidas Originals translates the forward-thinking philosophy of the groundbreaking NMD footwear series into a fashion range for men, women and kids that pushes streetwear to its most disruptive form.

Using modern fabrics, progressive constructions and lateral approaches to garment design, the NMD apparel collection transforms classic streetwear silhouettes into calculated utilitarian garments.

For the men's collection, this ethos culminates as an understated range of jersey pieces bolstered by tights, shorts and outerwear. Highlights include the Reversible Jacket, Windbreaker and Primaloft Vest which offer practical responses to seasonal obstacles. The apex of NMD's functionalist philosophy is captured by the headline Backpack Parka; a fully waterproof fishtail parka which can be packed down into a backpack design when not in use.

The offer is united through an understated palette of whites, blacks and greys, offset by sparse accents of burnt orange, animal print and a monochromatic raindrop motif on the range's reversible silhouettes, bringing to fore the collection's fashion-forward sensibilities.

For women's, uncompromising design cues are blended with NMD's sophisticated identity to create a feminine expression of contemporary streetwear. Light pieces like tees, tanks and jerseys feature extended cuts, wide fits and panel constructions, while developed designs like the range's dresses and track top are bolstered by branded tape details. As with men's, the range makes effective use of reversible constructions and an unassuming palette of whites and dark blues, while pops of orange and a signature laser-cut hexagonal motif creates points of difference for the women's range.

Finally, informed by the collection's strong focus on functionality and movement, a selection of luggage pieces for men and women round out the collection.



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Backpack designs feature numerous pockets and storage options that emphasise the utilitarianism, whilst small purse and handbag designs translate this same ethos into feminine luggage options that fluidly juxtapose tech and aesthetic sensibilities. Finally, accessory pieces such as headwear, gloves, keychains and vests capture the unfaltering battle-ready NMD philosophy; a philosophy that has endured and strengthened with every single release since the series' inception.

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