

**Y-3 RETAIL EXPANSION IN THE UK**

**Y-3 partners up with Selfridges to celebrate 10 Year anniversary**

Y-3 partners with Selfridges to launch a dedicated womenswear offering within their ‘Platform’ space in the Denim Studio on 19 August – 19 October 2013.

To celebrate 10 Years of Y-3, Selfridges has selected 10 key highlights from the Autumn/ Winter 2013 collection which are only available at the London store.

Key pieces in the Selfridges highlights include a long sleeve ribbed dress and also the Sea Backpack and Sea Bucket bag in pop neon pink.

In addition, there will be a selection of women’s apparel, footwear and accessories available.

The 50 square metre space on the 3rd floor will be specially designed to create a unique Y-3 area that embodies the pioneering sport-style aesthetic—a look that continues to meld the avant-garde genius of Yohji Yamamoto with the breakthrough innovation of adidas.

 “Since 2003, Y-3 has evolved perceptions of sportswear in fashion, establishing itself as one of the most vibrant and innovative labels in the marketplace. The creative partnership between Yohji Yamamoto and adidas gives the label an unmistakable handwriting and a rich archive of modern references.”

*Judd Crane, Director of Womenswear- Selfridges*

“Ten years ago, together with adidas, we created something that did not exist before, and we completely projected the future,” says *Mr. Yamamoto*.

“My desire was and is to make sportswear elegant and chic. adidas has always been a very personal inspiration to me, and it continues to enrich my creative life.”

**Y-3 at Selfridges**

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