

**ADIDAS ORIGINALS &
THE HEARTBREAKERS
PARAMOUNT QUALITY**



spring and summer 2014





BW ZX500 mid

adidas Originals by **BEDWIN & THE HEARTBREAKERS**

adidas Originals once again collaborate with Tokyo's **BEDWIN & THE HEART BREAKERS** to bring another fresh take on classic sportswear for Spring Summer 2014.

Strong seasonal hues breathe new life into timeless silhouettes, fusing casual and contemporary with traditional tailoring and construction. Collaboration branding throughout portrays confidence in a clean collection of sporting garments which are equally at home in a casual or preppy setting.

This latest collection pays regard to the enduring originality adidas is famed for celebrating, applying the streetwear sensibilities that have made **BEDWIN & THE HEART BREAKERS** one of Japan's perennial leading lights.



BW Border Tee, BW Jessee, BW ZX500 mid

BW Blazer, SSL Polo, 4L Shorts, BW Stan Smith







SSL Polo, BW Jessee, BW Loafer



BW Track Top, BW Border Tee



BW 3/4 Shirt, BW Jesse, BW Desert Chukka

BW Desert Chukka



BW Track Top

Taking clear inspiration from BEDWIN's own classic American stadium jacket, this BW Track Top comes correct in Collegiate Red and a 240g/sqm mix of polyester and cotton. The adidas Originals signature is seen in the cuffs where three stripes sit proudly. There is also a seasonal graphic collaboration logo embroidered to the right chest, while the bottom left of the body features slightly more muted branding. Construction is key, with top table attention to detail and the same utilitarian priority that gave birth to this iconic sporting garment.

BW Blazer

More Ivy inspiration arrives in the form of this blazer jacket. Based on BEDWIN 's own silhouette, this comes in 100% Columbia blue chambray fabric, a hue which takes its name from the famed New York University. The familiar adidas Originals stripes feature partly in the lining, while a chain stitched three stripes are another nod to adidas in the lapel. Further discreet branding is found in the buttons, while collaboration branding features in the front placket and an embroidered graphic logo on the right lower body.

BW 3/4 Shirt

Based on the cut of BEDWIN 's standard shirt, this 3/4 shirt comes in 100% 240g/sqm cotton. With adidas Originals overtones in the striped pattern of the garment the shirt also boasts quarter length sleeves, original buttons with collaboration branding and enviable attention to detail. Available in Running White and Powder Blue stripes.

SSL Polo

With narrow ties in three separate colourways, this Polo shirt is versatile. Subtle branding comes in the form of a chain stitched logo, side seam tag and collaboration branding. The inside collar features stripe patterned print pile material. Made from 190g/sqm cotton pique, this is available in Running White.

BW Jessee

Taking a lead from a shape and pattern developed by BEDWIN, the JESSEE pant is made from adidas Originals iconic 240 g/sqm fabric. The leg length is 9/10, while branding takes a lead from adidas archive product, with a chain stitched logo at the leg opening. Available in two colours; Carbon and Ivy.

4L Shorts

Based on BEDWIN 's own standard knee length shorts, these 4L shorts receive the adidas Originals treatment by way of striped inside waist band and various dual branding. There is also a graphic logo and chain stitched three stripes to the right front pocket. These shorts come in a shade of blue known as Altitude.

BW Border Tee

Presented in Amazon Green, Collegiate Red and Tribal Yellow, this Border Tee has a colourway for everyone. Featuring a bold and vibrant horizontal striped pattern, this t-shirt comes in 100% 180g/sqm cotton. Collaboration branding is evident to the left hem of the Border Tee and features in the form of a graphic logo elsewhere.

BW Graphic Tee

Boasting an all over action paint print, this eye-catching Graphic Tee is made from 100% 180g/sqm cotton jersey fabric. All the hallmarks of the BEDWIN x adidas collaboration are seen in the form of graphic branding, none more so than on the chest graphic. A subtle nod to adidas is also found to the right hem where a chain stitched three stripes is present.

BW Desert Chukka

This seasonal update from last season's FW13 Originals by BEDWIN comes with all sorts of impressive attention to detail. First and foremost it boasts the same level of quality and construction that has been the hallmark of adidas since it was founded in 1924. There is collaboration branding in several places, from the chain stitched three stripes on the eyestay to white three stripes on the red heel tab, plus further branding on the lateral heel. A great shoe that treads the tightrope between smart and casual.

BW ZX500 mid

This is a classic, subtle interpretation of an iconic adidas Originals shoe. Featuring seasonal branding on lateral heel, together with collaboration branding on the tongue, sockliner and heel patch, this comes in Light Grey with a Collegiate Red trim, which gives it a synergy with other pieces in the collection.

BW Loafer

Inspired by the signature shoe for the prep-obsessed, this is a leather loafer with Originals iconic Campus 80's bottom tooling. With a comfortable ortholite sockliner this is a great casual shoe that comes in Black and Amazon Green. A nod to the collaborative effort is seen in the chain stitched three stripe motif on the collar overlay, as well as branding elsewhere on the tongue, sockliner and heel patch.

BW CVS mid

The CVS mid is designed with comfort as well as cool in mind. The curved zip to the rear of the shoe means it's easy to put on. There are several examples of collaboration branding, from the midsole and outsole to the lace and heelpatch. There are two 8mm flat laces; one with Originals by BEDWIN logo print and one with red stripe inspired by red ear vintage denim. This comes in Running White and Dark Solar Blue.

BW Stan Smith

Perhaps the most notable of all adidas Originals silhouettes, the Stan Smith gets the BEDWIN treatment here via all over action paint graphic with APP product. The tooling used is the new style to fit in with the Stan Smith re-launch project. As with the rest of the collection, collaboration branding is in evidence throughout. This statement shoe comes in Running White.



BW CVS mid

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