**ADIDAS = PHARRELL WILLIAMS**

**Herzogenaurach, March 27, 2014** – adidas announced today a long term partnership with Oscar nominated, Grammy Award winning super star Pharrell Williams. The first adidas Originals x Pharrell Williams products will debut in the Summer of 2014.

This is also the first time adidas has partnered with a designer who owns their own textile company. adidas will collaborate with Williams' Bionic Yarn coming from The Vortex Project; an initiative with Parley for the Oceans to turn plastic debris from the oceans into yarn and fabric. Bionic Yarn will be used in some of Pharrell's upcoming adidas Originals products.

"Working with an iconic brand like adidas is such an incredible opportunity. From the classic track suit, to growing up in Virginia wearing Stan Smiths, adidas has been a staple in my life. Their pieces are timeless. This is an exciting partnership for both me and for Bionic Yarn." Pharrell Williams

adidas welcomes Pharrell into its family and is looking forward to a long lasting relationship with this extraordinary artist.

"I am truly thrilled to work with Pharrell. He is a pop-culture icon that never fails to inspire, not just through his musical talent and craft, but through his many other interests. He is the perfect fit for the multi-faceted company that is adidas."   Dirk Schoenberger, Global Creative Director, adidas Sport Style Division

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**About adidas**

The adidas brand is one of the leading sports brands in the world. The adidas brand attitude “all in” drives all brand communication initiatives and helps strengthen the brand’s bond with consumers. With a well-defined and segmented distribution approach and a premium-price strategy, adidas clearly positions itself as a top-notch brand in all markets.

**About the adidas Group**

The adidas Group is a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands adidas, Reebok, TaylorMade, Rockport and Reebok-CCM Hockey. Headquartered in Herzogenaurach/Germany, the Group employs more than 50,000 people across the globe and generated sales of € 14.5 billion in 2013.

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