

## **adidas Originals by NIGO – SS15 Collection – First Release Lookbook**

**Global PR Embargo: January 27<sup>th</sup>**

**Global Release: February 1<sup>st</sup>**

This season, the brand with the 3-stripes partners once more with the legendary NIGO on a new men's range for Spring Summer. The latest release of the adidas Originals by NIGO collection is inspired by the streets of NYC, and the story is told via a broad collection of men's apparel and footwear styles.

Local iconography from the Big Apple sits resolutely beside the unmistakable Trefoil forming an ode to the city that defined street culture as we know it. Satin snap jackets, colour-blocked hoodies and a grand-slam inspired graphic print reflect the brash confidence of the city that never sleeps, as interpreted through the lens of the pioneering designer. The range is completed with a footwear offering which includes three different iterations of the Campus 80s.

Fittingly, the official lookbook for the range embodies NIGO's appreciation for NYC and is shot on location with Ratking. NIGO is recognised for continually exploring new territories throughout his career and it is this same ethos that unites the designer with Wik, Hak and Sporting Life, of the NYC post-hip hop crew Ratking. Redefining a modern East Coast sound, Ratking melds genres and pushes boundaries, not unlike NIGO has done himself through his many successful roles as brand owner, designer and collaborator. For the lookbook the group take to the streets and courts of NYC in a series of images captured once again by photographer, Ari Marcopoulos, another contemporary street culture stalwart.

**#OriginalsbyNigo**

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