**ADIDAS ORIGINALS BY WHITE MOUNTAINEERING**

**FW16 COLLECTION**

**PRESS RELEASE**

“One, design. Two, utility. Three, technology” - Mr Yosuke Aizawa. The force behind the Japanese menswear brand ­– White Mountaineering, a Tokyo-based, outdoors-inspired line. Since 2006 the brand has created utilitarian, heritage-inspired collections with a focus on the fabrics, construction and technical features.

FW16 see’s the much-anticipated return of adidas Originals by White Mountaineering. After the success of SS16 adidas Originals design DNA is again reinterpreted through the eyes of Yosuke Aizawa.

Staying true to the White Mountaineering design philosophy, the adidas Originals by White Mountaineering partnership see’s adidas’ rich sportswear history rooted in White Mountaineering’s designs, developing classic sportswear pieces reworked into exciting contemporary designs.

White Mountaineering’s signature standout panel construction is seen across a range of silhouettes, adding a technical edge to three-stripes standards on down and varsity jackets, zip-up sweats and athletic track pants.

Tonal colour palettes and extended cuts highlight the collection’s stylistic edge, whilst new aesthetic touches underline the collaborative process – the three-stripes mark is transformed into a v-shaped chest motif and sign-off graphic, and an exclusive all-over camo print brings forth the pinnacle of White Mountaineering’s form-meets-function approach to style.

Accompanying footwear offerings see the most expansive adidas Originals by White Mountaineering range yet, bringing White Mountaineering’s design language to three-stripes icons old and new. Forum Hi, Rod Laver and EQT Running silhouettes render the classic models in striking new forms; Whilst Formel 1, Seeulater and the latest adidas Originals silhouette NMD, encapsulate the progressive edge of each brand’s identity.

*Releasing August 2016 at selected retailers and online.*

*Footwear from $150 –$220*

*Apparel from $60 – $700*

*Accessories from $30 – $100*