

## Information

## King Push EQT Greyscale

This winter marks the third installment in the King Push EQT collection. Taking inspiration from the collective memory of past EQT models from the 90s, the King Push EQT Grayscale takes this sought after collaboration to the next level. A true co-creation, this limited edition release combines adidas' best performance technologies in BOOST and Primeknit with King Push's signature Carpe Skin overlays creating a pared down design language with iconic style.

The King Push EQT Greyscale is available on **January 28th** at adidas Originals Flagship Stores in Western europe, Onlineshop and selected shops.

For more information please visit our adidas News Stream: <u>www.news.adidas.com/DE</u>

- Contact -

Markus Giering Specialist Public Relations Central Europe West Germany markus.giering@adidas.com +4991328475827