adidas Originals – NMD\_R1 OG Rerelease

Making a welcome return for the first time since its original release, the OG colorway of the groundbreaking NMD\_R1 is back for 2017 in a release that’s sure to turn heads.

The foundation of everything that NMD stands for, the NMD\_R1 captures the essence of contemporary design, uniting form, function, timelessness and tech in a singular design. Now, the OG model returns in full, featuring its original Primeknit construction and iconic BOOST midsole with EVA stability plugs. The shoe’s minimalist design is framed by welded 3-stripes marks and vamp accents and a molded TPU heel patch with signature NMD heel-pull. Put simply, it’s the return of an icon in its original, game-changing form.

[**www.adidas.com/originals**](http://www.adidas.com/originals)

**GLOBAL RELEASE DATE: JANUARY 14th, 2017**

rileychristophr@gmail.com;

peteforester85@gmail.com;

Peter.Verry@footwearnews.com;

RAllen@footwearnews.com;

brendan.dunne@complex.com;

matt.welty@complex.com;

josh@coolhunting.com;

evan@coolhunting.com;

dan@freshnessmag.com;

yuming@liquidrice.com;

kustoo@gmail.com;

wreckinkickz@gmail.com;

ian.stonebrook@nicekicks.com;

iamjeffreyjason@gmail.com;

brandon@solecollector.com;

gerald.flores@complex.com;

richard.lopez@complex.com;

Joshua@StreetEtiquette.com;

jaymarquez26@gmail.com;

contact@authentkicks.com;

jonathanevans@hearst.com;

jberger@gearpatrol.com;

tips@gearpatrol.com;

Jake\_Woolf@condenast.com;

w@nitrolicious.com;

ian@vmagazine.com