



Information

adidas + KANYE WEST – YEEZY BOOST 350 V2 Cream White

KANYE WEST and adidas announce the YEEZY BOOST 350 Cream White, releasing globally on April 29th, 2017. The YEEZY BOOST 350 V2 features a cream white Primeknit upper, distinct center stitching, and heel tab.

On the adult shoe, a semi-translucent rubber outsole and TPU sidewalls create a striking effect while providing superior traction, while the YEEZY BOOST 350 V2 midsole utilizes adidas' innovative BOOST™ technology to create a durable, shock-resistant, responsive sole. The infant shoe features a responsive all-rubber outsole, and a BOOST™ midsole, delivering superior traction and comfort. The YEEZY BOOST 350 V2 will retail for 220\$/€, the YEEZY BOOST 350 V2 INFANT for 140\$/€, and both models will hit stores globally on April 29th, 2017.

A full list of retail locations can be found at adidas.com/KANYE

Reservations for the YEEZY BOOST 350 V2 will be offered at select adidas retail locations prior to release day through the adidas Confirmed App. The app simplifies the reservation process with a first come, first served methodology. The app is available in Belgium, China, Denmark, France, Germany, Italy, The Netherlands, United Kingdom, and The United States, and will manage reservations in select adidas stores. The app can be downloaded from the apple App Store or Google Play. For further information go to adidas.com/confirmed

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

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