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**adidas Soccer x Kith: Icons Collide For New Limited Edition Range**

**- adidas Soccer brings together the worlds of soccer and fashion through new partnership with retailer Kith -**

**- Range will launch with a unique kitting out of Kith’s two teams in New York City and Miami-**

**- Apparel includes performance clothing and footwear designed for stadium and street -**

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**Portland, Ore., May 30th, 2017 –** adidas Soccer today announced a new collaboration with global fashion retailer Kith. The collaboration brings together two of the world’s most original and authentic brands for a partnership that combines soccer and style, from the stadium to the streets.

One of the most authentic brands in modern fashion retail, Kith has a global reputation for cutting edge style. The collaboration with adidas Soccer comes from a commitment to only work with true originators in performance clothing and footwear, as well as the chance to combine performance legacy with fashion innovation.

The adidas Soccer x Kith Season One range brings a new creative lens to the current inline adidas Soccer range. The range consists of on-field apparel, training wear, footwear made for both stadium and street and hardware. Each item combines the performance heritage of adidas and a fresh design perspective from Kith.

Kith’s teams, the NY Cobras and the Miami Flamingos, will each be kitted out with their own adidas Soccer x Kith gear, receiving the treatment of a lead adidas team. The NY Cobras will play in white and black, while the Miami Flamingos will play in pink and grey.

Both teams will receive on and off the field apparel and footwear, including home and away kits, tracksuits, bags, balls and footwear – with hero items including the ACE 17+ PURECONTROL and ACE 16+ UltraBOOST. An all-yellow Copa Mundial turf shoe pays homage to the colorway of the goalkeeper jersey.

Ronnie Fieg, Creative Director and Founder of Kith said: “Our brand is all about authenticity of style. We only work with partners who are truly innovation leaders in their fields. There is no brand with a soccer legacy like adidas. In designing this range, we wanted to bring the style that you see on streets in the world’s biggest cities, and combine it with soccer gear that not only looks good but also performs as well."

Oliver Bechtel, Category Director, adidas Soccer Apparel said: “Through working with the most creative individuals and brands across the world we seek to deliver concepts that truly innovate in both style and substance. Kith is one of the most influential retailers in the world and was an obvious choice to collaborate with for this range. Kith’s understanding of the style that is making waves in cities all over the world has helped craft a soccer apparel range that delivers trademark style on or off the field.”

The limited edition range will be available only from select Kith stores and Kith partners starting June 2nd.

For more information visit [**http://www.adidas.com/us/soccer**](http://www.adidas.com/us/soccer) and join the conversation on [Twitter](https://twitter.com/adidassoccer)​ and [Instagram](https://www.instagram.com/adidasfootball/)​ with [#HereToCreate](https://www.instagram.com/explore/tags/heretocreate/).

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**For further media information please visit** [**http://news.adidas.com/US/home/SOCCER**](http://news.adidas.com/US/home/SOCCER) **or contact:**

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| Cristina Maillo Belda  PR Manager, adidas Soccer  Email: [Cristina.maillobelda@external.adidas.com](mailto:Cristina.maillobelda@external.adidas.com)  Tel: 503.915.9129 |  |

**About adidas Soccer**

adidas is the global leader in soccer. It is the official sponsor / official supplier partner of the most important soccer tournaments in the world, such as the FIFA World Cup™, the FIFA Confederations Cup, the UEFA Champions League, the UEFA Europa League, the UEFA European Championships and Major League Soccer. adidas also sponsors some of the world’s top clubs including Manchester United, Real Madrid, FC Bayern Munich, Juventus, Chelsea and AC Milan. Some of the world’s best players also on the adidas roster are Leo Messi, Paul Pogba, Gareth Bale, Karim Benzema, Roberto Firmino, Thomas Müller, Luis Suárez, James Rodríguez, Diego Costa, Mesut Özil, Renato Sanches and Julian Draxler.