



Information

adidas Originals 70s Apparel

adidas Originals presents the 70s apparel range for FW17, complementing the design language of Campus with a comprehensive collection for men and women.

Drawing from 70s athletic culture, the apparel collection takes inspiration from a number of classic 3-stripes silhouettes to create a modern expression of adidas Originals history.

For men's, the range presents classic designs in a contemporary context, blending modern materials and premium cuts with nostalgic elements such as bold primary color palettes, rib tape details and blue "box logo" branding details.

The women's offering then channels complementary references into its own distinct range. Archival references meet breezy mesh fabrics and a softened color palette create a light summer collection with contemporary style. Statement pieces include tops and skirts inspired by archive cycling apparel and a mesh crewneck sweat with a polka-dot motif inspired by Japanese advertising posters from the 1970s.

The 70s apparel collection is the culmination of an authentic reinvention of the adidas archive aesthetic for 2017.

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

- Contact -

Anika Simon

Brand PR Style

E-Mail: anika.simon@adidas.com

Telefon: (+49) 9132 84 - 4263