



The background of the advertisement is a vast, desolate landscape of layered volcanic rock. The rock formations are dark, almost black, with distinct horizontal layers and textures that suggest erosion over time. The sky is a pale, overcast grey, providing a stark contrast to the dark, rugged terrain. The overall mood is one of natural beauty and tranquility, fitting for a brand focused on mindfulness and health.

adidas X Wanderlust

Two brands with shared values collaborate to create a 360° platform for exploring yoga lifestyles. Together, adidas and Wanderlust celebrate the journey to health and balance, and the beauty in practicing mindfulness as individuals and in community.



KA'A'AWA VALLEY Just north of Kaneohe Bay, sits the lush Ka'aawa Valley on Oahu's windward coast.



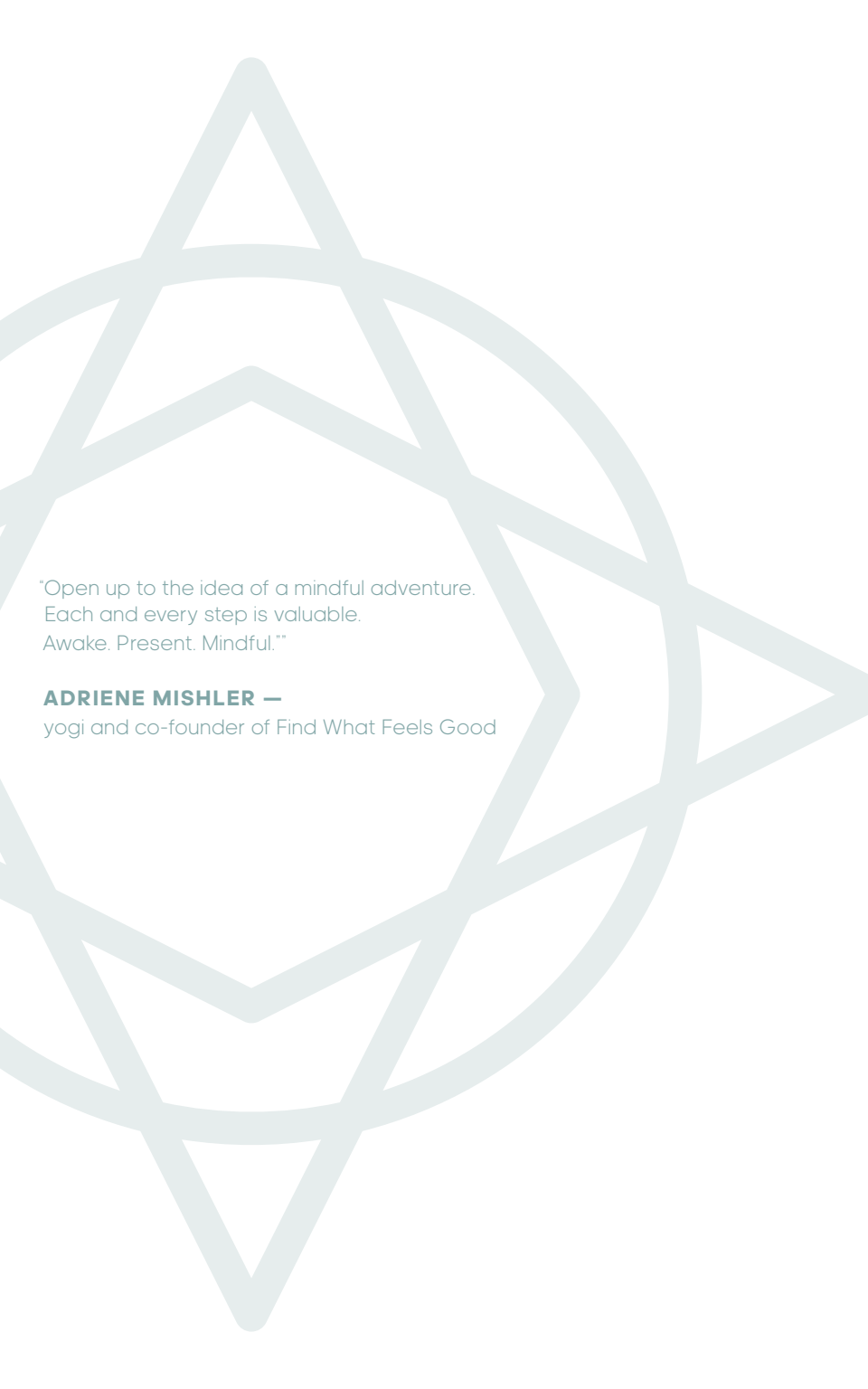
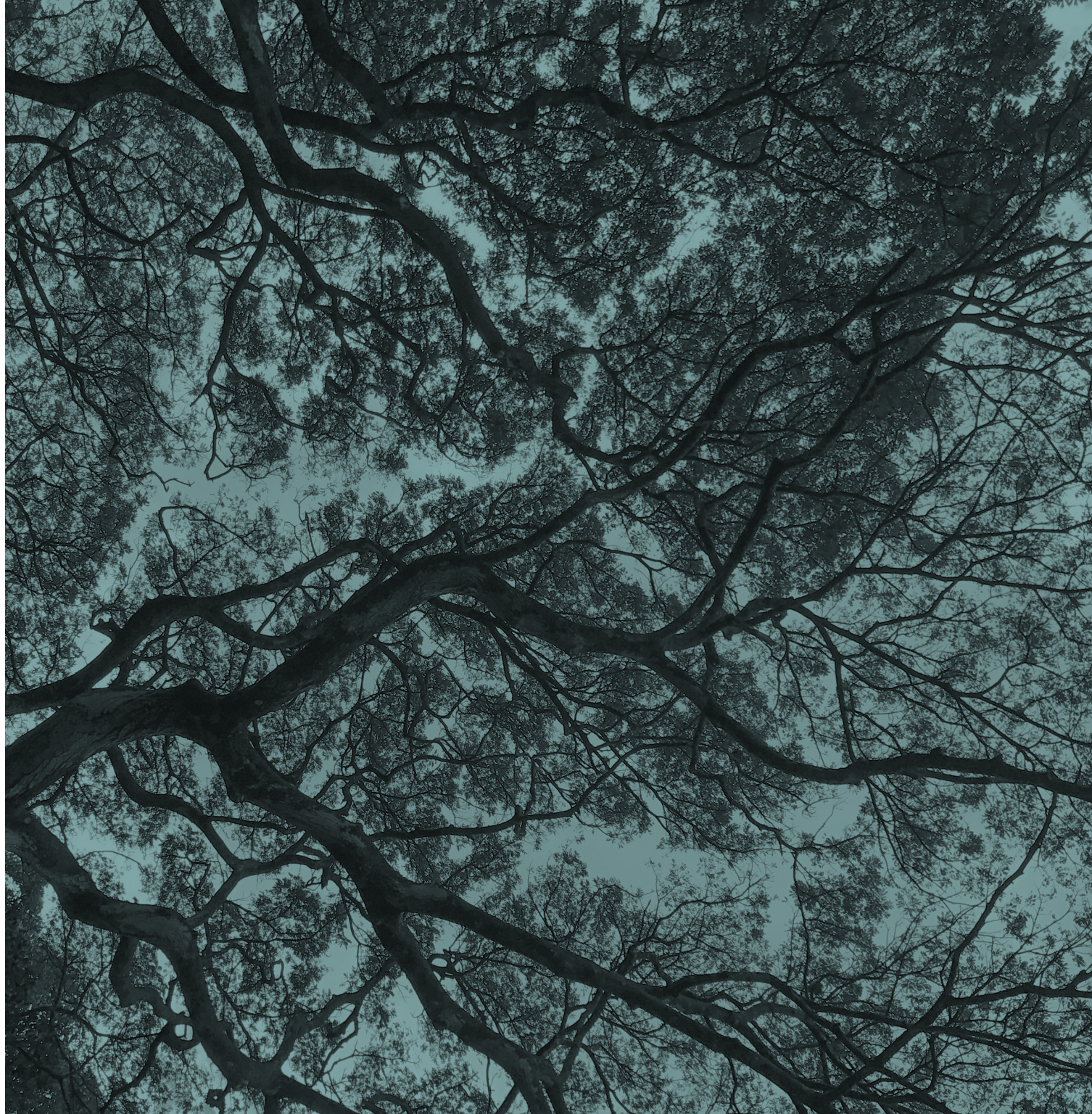
Wanderflow Warpknit Crop | ISC17IWW002T | CE516
Wanderflow Warpknit Tight | ISC17IWW001T | CE767



Wanderflex Medium Support Halter Bra | ISC173WW001 | CE5120
Exploration Guru Pant | ISC173WW004 | CD7718



Exploration Festival Poncho | ISC173WW005 | CE5145



"Open up to the idea of a mindful adventure.
Each and every step is valuable.
Awake. Present. Mindful."

ADRIENE MISHLER —
yogi and co-founder of Find What Feels Good



Exploration Open Back 3S Tee | ISC173WW007 | CE5131
Wanderflex Mix it up Tight | ISC171WW004T | CE7624

Exploration Crew Sweat | ISC171WW004 | BR3932



LANAI LOOKOUT Scenic viewpoint, located on Oahu's southeast shore along the Kalaniana'ole Highway.

"I get into my body to remove any distractions, so I may remember who I am and what I'm here to do."

CHELSEY KORUS —
yogi and founder of AWAKE





Wanderflow Warpknit Onesie | JSC173WW01 | CE5133

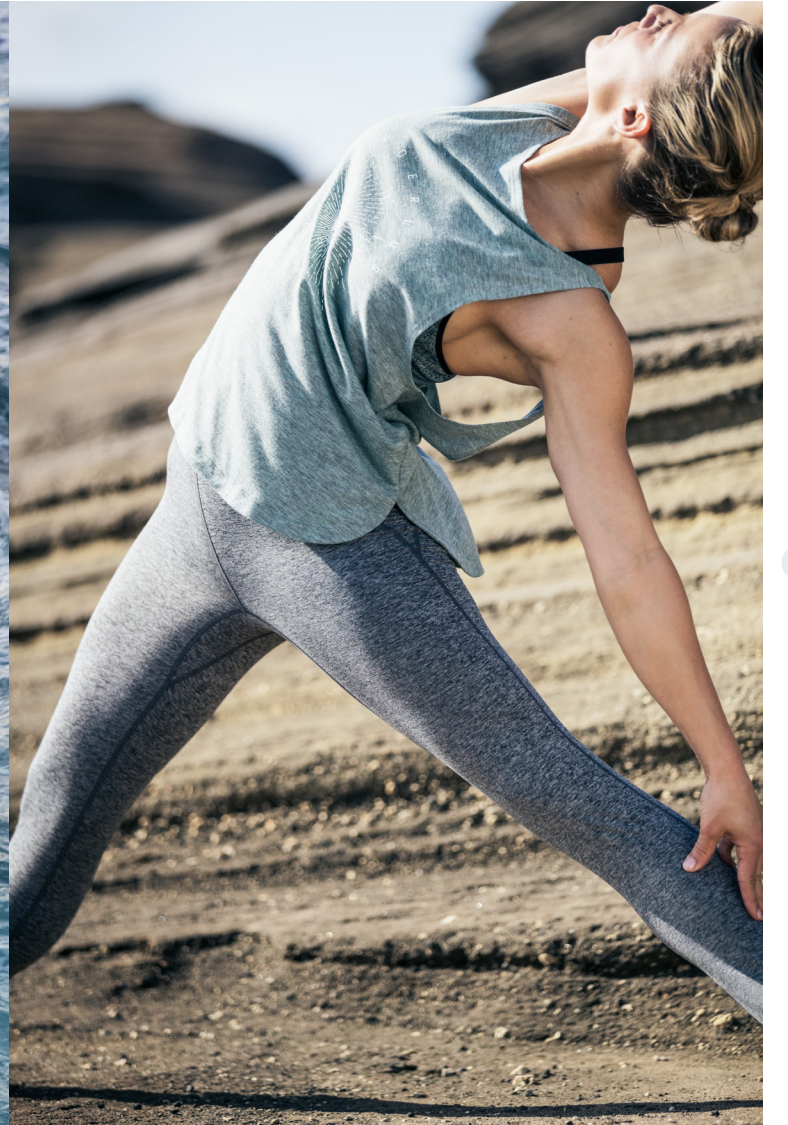


Wanderflow Knot Tank | ISC173WW010 | CE5126





Wanderflow Cosy Feet Tight | ISC173WW013 | CD7716



Wanderflow Boxi Low Back Tank | ISC173WW009 | CE5125
Wanderflow Seamless Light Support Bra | ISC171WW008 | CE5122



Wanderflow Seamless Light Support Bra | ISC171WW008 | CE5122
Wanderflow Cosy Feet Tight | ISC173WW013 | CD7716



adidas X Wanderlust

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