



Information

adidas Originals by White Mountaineering Fall/Winter 2017

adidas Originals and Japanese menswear label White Mountaineering reconvene for FW17, bringing Yosuke Aizawa's inimitable aesthetic to a comprehensive range of adidas Originals footwear and apparel. True to White Mountaineering's philosophy of creating elevated technical product with an unparalleled sartorial touch, the latest collection presents a range of cold weather designs in a stripped-back seasonal color palette, complemented by a footwear range of different silhouettes, including the NMD_R2, NMD Trail and Stan Smith BOOST.

For the latest collection, Yosuke Aizawa's signature aesthetic returns across a number silhouettes including cargo pants, jersey and headwear pieces. Premium outerwear offerings include a Hooded Windbreaker, and a Firebird track top reinterpreted with a technical design language, bringing Aizawa's strong utilitarian edge to fore. Each design is distinguished by White Mountaineering's signature paneled constructions and atypical 3-stripes placements, offered in an understated palette of black, white and olive drabs.

Accompanying footwear to the collection continues the military theme with both classic and contemporary 3-stripes silhouettes. Returning from SS17, the NMD Trail steps out in a duo of new colorways with reflective print details and a saw-tooth outsole for better grip. Likewise, the NMD_R2 returns with essential paneled construction and signature co-branded 3-stripes details. 3 new iterations of the Stan Smith Comfort receive premium material updates and subtle stylistic changes atop a BOOST tooling.

Carrying Yosuke Aizawa's unique eye for functional design with aesthetic appeal across 3-stripes apparel and footwear, the collaboration encapsulates the commitment of both labels to creating striking street-ready designs with an uncompromised performance edge.

The launch of adidas Originals by White Mountaineering FW17 will be on sale globally on the 15th of July in adidas Originals flagship stores, online and in selected retailers.



Information

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