



Information

Swift – Icey Pink / White

Brand new for Fall/Winter 2017, adidas Originals presents its latest silhouette, Swift. Inspired by 1980s running models in the adidas archive, the Swift silhouette translates enduring design elements into a modern context to create a striking, versatile silhouette. For its inaugural release, two iterations present the shoe in its purest form in both men's and women's sizes. The Swift silhouette can be worn in a variety of occasions – blurring the lines between digital and physical lives.

The campaign was shot in Los Angeles by Alex Ropes of the influential streetwear group The Basement. The Basement are a highly influential streetwear community involved in art, fashion, footwear and music and have created a new digital aesthetic involving influencers within the streetwear and sneaker community.

Featuring a full Primeknit upper, each shoe presents a strictly tonal construction from top to bottom, offset by a signature multi-color yarn embroidery on the vamp and heel. This is then placed atop an injection-molded EVA midsole with TORSION® midfoot system for pure 80s athleticism.

Offered in White for men's and Icey Pink for women's, the Swift's debut culminates as a pure expression of the power of enduring design reimagined with a fearless contemporary perspective.

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www.adidas.com/SWIFT

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