



Information

NOVA Tubular Apparel

This September, adidas Originals presents the latest instalment of its NOVA Tubular apparel collection for men and women. Informed by archive adidas designs and distinct moments in sportswear history, the NOVA Tubular collection's unique blend of references culminates as a considered expression of modern style perspectives. Relaxed fits, unorthodox color palettes and unique approaches to styling and cut combine to create collections that are both fashion-forward and instantly wearable.

In the men's range, this ethos manifests through a range of weather-ready pieces, including windproof tracktops and pants, patterned crewneck sweats and classic jersey pieces. Colors range from classic heather greys and blacks to mustards and forest greens, creating a range that captures modern menswear styling in a subdued, nostalgic palette.

For the women's offer, this same ethos is applied to a selection of feminine silhouettes such as leggings, hoodies, sweats and skirts. A contrasting palette of olives, navy blues and pinks provides a unique point of difference to the men's range, whilst subtle branded details and tonal graphics add texture to the understated range. Viewed together, the NOVA Tubular collection creates an unexpected reconfiguration of enduring adidas sportswear, ready for the needs of modern style methods.

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