



Information

New Silhouette: Tubular Rise

Introducing a brand new silhouette for FW17, adidas Originals presents perhaps the boldest iteration of the Tubular philosophy yet with the creation of the Tubular Rise model.

Informed by the aggressive design language of previous Tubular silhouettes, the Tubular Rise amplifies Tubular's fundamental elements into a bold new context. A Primeknit upper provides an adaptive, comfortable foundation, structured by a large suede midfoot cage and elastic heel counter. Space-dyed neon fibres in the upper textile push the futuristic aesthetic even further, whilst a modern, integrated lacing system blends into the shoe's aggressive design. This is then placed atop a textured EVA midsole with molded stability plugs, including an overflow panel that rises up across the shoe's heel quarter. Offered in a tonal tan colorway with understated accents, the Tubular Rise culminates as one of the boldest expressions of Tubular language yet, in a color palette that speaks to its post-modernist visual ethos.

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