



Information

Mastermind Japan

This season adidas Originals and Mastermind World have collaborated on a comprehensive collection of apparel and footwear, translating the iconic Japanese label's distinctive visual language into a striking, athletic context.

Focusing on the uncompromised, utilitarian ethos of adidas' '90s Equipment series, the collection presents a range of essential adidas silhouettes, elevated through the premium constructions and ornate details that underpin Mastermind World's creative vision.

In apparel, this manifests as a capsule of jersey, sweats and outerwear pieces.

An blacked-out palette with mixed textures and understated contrast blue panels runs across the range, branded through mixed texture engineered knit EQT 3-stripes details and Mastermind World skull & crossbone branding. Progressive panel constructions and luxury details complete the picture, finished with reflective details, D-ring hardware touches and EQT-branded printed labels.

Footwear then applies the same philosophy to two of the EQT series' most progressive silhouettes. First up, the BOOST-upgraded EQT Support Ultra steps out in a premium leather and mesh materialway, placed atop a contrast white BOOST midsole. White laces and an EQT tongue label complete the picture, finished with Mastermind World branding on the lateral ankle.

Accompanying the EQT Support Ultra, the EQT Support 93/17 continues the story, reconfiguring the futuristic EQT model with a blacked-out stretch-textile and breathable mesh construction, bolstered by high-end details. Minimal branding in the form of a skull & crossbone lace-lock rounds off the release. Both the EQT Support Ultra and EQT Support 93/17 will release in tonal Black and Mystery Ink colorways with contrast white details, combining with the apparel offer to create a premium sportswear collection informed by the enduring and inimitable aesthetic of Mastermind World.



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