



Information

adidas Originals by Parley: The EQT Support ADV CK

Parley is creators, thinkers and leaders to come together to raise awareness for the beauty and fragility of our oceans and collaborate on projects that can end their destruction.

Parley was created to accelerate a process of change in peoples' approach to looking after our planet. Together with adidas Originals their cause is to engage beyond the community of conservationists and environmentalists a model that cause contemporary lifestyle footwear. Parley and adidas Originals share *common values in authenticity, originality and creativity. This fall they strive* to affect positive change and encourage creative solutions for eco-innovation.

In this first product collaboration with adidas Originals, together with Parley they will present an environmentally conscious EQT Support ADV sneaker, available in two colorways. The custom, one-piece, two-tone knitted upper is made partially using recycled Parley Ocean Plastic recycled plastic that has been intercepted on beaches and coastal communities before it reaches the ocean.

For more information please visit our adidas News Stream: www.news.adidas.com/DE

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