



adidas Originals by Parley – EQT Support ADV CK

- Sea Saviors Wielding The Magic Of Innovation –**
- Better With Time More Creative Solutions We Define –**
- Efforts May Seem Like Small Seeds But These Actions Breed Future Keys –**
- Creating Change One Thread At A Time –**

(Herzogenaurach, October 2017) Parley is a global network of creators, thinkers and leaders coming 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 those who mold reality in comprehensive strategies to create change, to widen the conversation and grow the movement by making people fall in love with the oceans and inspiring them to find creative solutions to protecting their fragility. The Parley approach goes beyond the traditional community of conservationists and environmentalists with a model that brings the cause to the world of 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.

"Every second breath we take is created by life in the oceans. Still, we are killing it off in rapid speed. With adidas Originals we are encouraging and equipping the resistance, the next generation of creators. Rebels, troublemakers and emerging talent who understand the need for change better than anyone. They do, because it's their future."

- Cyrill Gutsch, founder of Parley for the Oceans**

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

Living in urban areas, our relationship with the health of the earth's oceans is sometimes easy to overlook, this collaboration seeks to create a change. Parley applies their eco innovation concept to deliver an EQT Support ADV. The adidas Originals EQT Support ADV by Parley will celebrate the rebirth of a shoe that was born in the '90s on the foundation of form and function. The silhouette is informed by only what is essential to its performance and this embedded in its design. This silhouette recently re-launched with a new bold and progressive design, a perfect platform for a message that symbolizes essentialism and a progressive state of mind for the greater good of our planet.

<https://www.youtube.com/watch?v=8c9tB66UMWU>

General Release:

October 14th, 2017

Product Details:

- Eco innovation Parley knitted upper with decorative “wave” stitching
- Molded heel counter produced from recycled plastic
- Parley-branded tongue labels and insoles
- EVA midsole with integrated 3-Stripes trademark
- Recycled rubber outsole
- RRP: \$160
- Size Run: US 4.0 – 14, 15