



Information

adidas by N*E*R*D

This fall we see the debut of adidas by N*E*R*D 'Training Gear' performance collection. Marking the return of one of the 21st century's most seminal music groups, adidas celebrates the return of N*E*R*D and the release of the band's first new record in 7 years with an exclusive collaborative collection for Fall/Winter 2017.

Inspired by N*E*R*D members Pharrell Williams, Chad Hugo and Shay Haley's inimitable style; The "Training Gear" collection transforms performance apparel and accessories to celebrate a vision of connecting people through energy, music and colour, brought to life with a united identity for the collective. Central to the collection is an exclusive all-over camo print inspired by the pattern in people, created by Korean artist Buzcha. J selected by N*E*R*D, executed in 8 bold unique colour iterations. Stemming from a vision that "As human beings, we all have a color. We all look different; we all speak different languages, but we're all connected.'

The 88 piece comprehensive training and athletics wardrobe for both men and women includes essential pieces such as the hoody, short, tee, ZNE pant, TECHFIT tights and bra. The collection is completed with must have accessories such as the ZNE backpack and classic bonded cap available in 11 progressive colourways.

Featured in the music videos and throughout the bands tour, the adidas by N*E*R*D collection translates pure 3-stripes style into the fearless N*E*R*D aesthetic, adding another layer to the sensory universe crafted by Pharrell Williams and his bandmates.



Information

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

- Contact-

Markus Giering

Brand PR Style & Athletics

E-Mail: markus.giering@adidas.com

Telefon: (+49) 9132 84 - 75827