



## Information

### adidas Originals = PHARRELL WILLIAMS Hu Hiking

Following the release of adidas Originals and Pharrell Williams' Fall/Winter 2017 Hu Hiking collection, the partnership now comes forward with a new winter apparel range which pushes the season's outdoors aesthetic to even further reaches.

Offering both men's and women's options, the collection presents simple pieces such as jerseys and sweats, as well as more developed, weather-ready outerwear pieces, in a striking palette of seasonal colors, all-over motifs and camouflage prints to create a stylized approach to exploring the great outdoors.

In womenswear, this sees a number of sportswear pieces rendered in three main patterns; coral, black with an all-over triangle print, and a number of camouflage patterns, as well as classic black options. Essential pieces like sweat pants, hoodies and track tops are coupled with extended dresses, whilst the highlight piece presents a hooded windbreaker rendered in a patchwork camo construction. Each piece is finished with adidas 3-stripes and trefoil branding treatments, as well as Pharrell Hu Hiking details.

For the men's offer, this same approach is applied to a range of men's pieces, introducing a further hemp colorway to the mix in the process. Patchwork camouflage and all-over motifs are applied to t-shirts, coach jackets, sweats and outerwear, coupled with more understated iterations, finished with branding details and Pharrell Hu Hiking graphics throughout. The collection is then rounded out with a number of unisex accessories, including a cap, drawstring bag, backpack and bandana. The result is a comprehensive expression of Pharrell's inimitable approach to lifestyle and culture, translating the rugged, weather-ready aesthetic of outdoors apparel into a distinctly fashion-conscious context.



## Information

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### - Contact-

Markus Giering

Brand PR Style & Athletics

E-Mail: [markus.giering@adidas.com](mailto:markus.giering@adidas.com)

Telefon: (+49) 9132 84 - 75827