**adidas Originals = PHARRELL WILLIAMS Hu Hiking
Inspired by the Original, reimagined by Pharrell Williams.**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  |  |
|  |  |  |  |

**Herzogenaurach – November 2017**

adidas Originals and Pharrell Williams present the latest chapter in their collaborative Hu series for Fall/Winter 2017, this time turning their attentions to LA hiking culture and a retro outdoors aesthetic to create a range of new footwear and apparel designs.

The latest collection continues the playful, irreverent character presented in adidas Originals’ previous collaborations with Pharrell, accenting utilitarian outdoor clothing designs with pops of color, striking contrasts and subtle graphic details. In apparel, simple pieces such as a t-shirt, tank top and hiking legging are complemented by developed outerwear designs, including a hooded sweat, gilet and 3L jacket. The range’s bright color scheme of yellows, greens, pinks and purples pays homage to the vibrant outdoors designs of the late ‘80s and early ‘90s, finished with embroidered details and graphic patches which add a touch of Pharrell’s inimitable aesthetic to the range.

In footwear, adidas Originals and Pharrell’s popular Hu NMD silhouette makes a welcome return, this time being reimagined in a hiker form to create the Hu NMD TR. The shoe’s original Primeknit construction and cage stabilizer return, placed atop an NMD BOOST tooling for comfort and support. The shoe’s original outsole is then switched out for a sawtooth tooling, providing extra grip and solidifying the shoes trail runner sensibilities. Combining apparel and footwear, the collection culminates as a lighthearted reimagining of nostalgic sportswear designs, framed in the unique perspective of Pharrell Williams.

**General Release: November 11th, 2017**

#adidaspharrellwilliams

#adidasoriginals
@pharrell

@adidasoriginals

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  |  |
|  |  |  |  |

**FOOTWEAR PRODUCT DETAILS:**

**HU NMD TR | # AC7361**

* Trailized outsole boost midsole
* Newly designed lace system, which goes through the cage of the stabilizer to create a unique look
* Primeknit two piece upper one of a kind stabilizer attached to our patent boost sole unit second lace color power purple
* **RETAIL PRICE:** $250

**HU NMD TR | # AC7188**

* Trailized outsole boost midsole
* Newly designed lace system, which goes through the cage of the stabilizer to create a unique look
* Primeknit two piece upper one of a kind stabilizer attached to our patent boost sole unit second lace color power purple
* **RETAIL PRICE:** $250

**HU NMD TR | # AC7359**

* Trailized outsole boost midsole
* Newly designed lace system, which goes through the cage of the stabilizer to create a unique look
* Primeknit two piece upper one of a kind stabilizer attached to our patent boost sole unit second lace color black
* **RETAIL PRICE:** $250

**HU NMD TR | # AC7360**

* Trailized outsole boost midsole
* Newly designed lace system, which goes through the cage of the stabilizer to create a unique look
* Primeknit two piece upper one of a kind stabilizer attached to our patent boost sole unit second lace color bright yellow
* **RETAIL PRICE:** $250

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  |  |
|  |  |  |  |

**APPAREL PRODUCT DETAILS:**

**HU HIKING 3L JACKET | # CE9491**

* 3L jacket
* Packable hood
* 3s laid on to arm cuff
* Adjustable hiking inspired bungee to waist (reflective)
* Zip down jacket tail
* PW inspired applique badges
* **RETAIL PRICE:** $500

**HU HIKING GILET | # CE9488**

* Padded gilet
* Color block bellow pockets at lower front
* Hiking inspired reflective bungee cords
* Vislon 1⁄2 zip
* Jacquard shined tape under lower pockets.
* External mess pocket to right chest
* Stars embroidery detailing
* PW inspired applique badges (please note that position may change in bulk production
* **RETAIL PRICE:** $300

**HU HIKING HOODED SWEAT | # CE9484**

* 1/2 zip hood
* Kangaroo pocket
* Hiking inspired reflective bungee cords
* Vislon 1⁄2 zip
* 3s in laid on stripes stars
* Embroidery detailing
* PW inspired applique badges
* **RETAIL PRICE:** $170

**HU HIKING CARGO PANT | # CE9486**

* Zip off lower leg detailing
* Hiking inspired reflective bungee cords
* Vislon zips stars embroidery detailing
* PW inspired applique badges
* **RETAIL PRICE:** $200

**HU HIKING RACER BACK VEST | # CE9483**

* Racer back vest pattern
* Color block detailing to x merchandise with the rest of the offer
* Jacquard shined tape down center back.
* PW inspired applique badges
* **RETAIL PRICE: $80**

**HU HIKING LEGGING | # CE9485**

* Racer back vest pattern
* Color block detailing aesthetic
* Mesh pocket to left hip
* Stars embroidery detailing
* PW inspired applique badges
* **RETAIL PRICE:** $100

**HU HIKING PACKABLE WB | # CE9490**

* Packable functionality
* Jacquard shindo tape detailing to center front zip
* Stars embroidery detailing
* PW inspired applique badges
* **RETAIL PRICE:** $250

**HU HIKING TEE | # CE9482**

* Color block detailing
* mesh stud pocket to left chest
* stars embroidery detailing
* PW inspired applique badges
* **RETAIL PRICE:** $90