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PROPHERE 'Our Turf'

adidas Originals announces the launch of its newest footwear silhouette, Prophere. Taking its lead from those found at the periphery of the mainstream, this is a style designed to challenge the norm. Inspired by uncompromising creators and the underground world they occupy, the adidas Originals Prophere silhouette comes into focus - creating a new uninhibited design aesthetic to disrupt the expected.

With disregard for the ordinary, Prophere is a shoe that provides an uncompromising form of expression and unassuming confidence. The provocative nature of the shoe symbolizes the attitudes of those who exist on the cultural periphery - where new sources of originality are found.

Prophere introduces an unexpected silhouette that is both disruptive in design and innovative in construction. The bold sculpted midsole reveals dynamic texture making the new sneaker impossible to ignore. An excessively thick 3-Stripe mark branding creates the lacing system for the defiant style. The raw-edge leather heel cage is complemented with a one-piece black, soft knit upper construction all while featuring technical innovations signature to the adidas Originals brand. Rebellious design, Prophere defines a new standard in streetwear.

"With Prophere we wanted to take a different view of our archive and looked to the unapologetic aesthetic of the 90s, when the brand experimented with bold silhouettes. We took the provocative and uncompromising thinking of the era and reimagined it for today - a confident approach to branding and unexpected proportions of toolings were the inspiration for Prophere. With this silhouette, we connect the same energy of the nineties with the new generation." - Nic Galway, adidas Originals SVP of Global Design.

Surveillance style images used in the campaign visuals hone in on the new generation of creatives that the Prophere silhouette is inspired by, emphasizing their perspective and attempting to get a glimpse at what lies on the fringe. Featured within the campaign and helping to express the



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nature of the Prophere silhouette are creatives from the emerging UK music scene Benny Mails, 808 Ink, Oscar Worldpeace and J Grrey.

The Prophere is available globally at adidas Originals stores, select retailers and via adidas.com/Prophere from December 15th.

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

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Markus Giering

Brand PR Style & Athletics

E-Mail: markus.giering@adidas.com

Telefon: (+49) 9132 84 - 75827