



Information

EQT Cushion ADV DTC Exclusive

This month, adidas Originals launches the contemporary EQT Cushion ADV in an updated colorway for a one-off DTC Exclusive.

An evolution of the original EQT Cushion 91 model, the EQT Cushion ADV's progressive design features a fluid Primeknit upper with welded synthetic overlays and structural nubuck quarter panels, accented by webbing tape 3-stripes marks, and reflective accents. Finishing touches include a nostalgic ghillie lace system, placed atop an EVA midsole with a molded PU heel cage for support.

The EQT Cushion ADV silhouette launches in classic sportswear tones; white, grey and black, contrasted with a striking pink heel detailing. The result is a measured tribute to iconic '90s sportswear design, framed by a shoe that continues to push that story into the future.

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