



## Information

### EQT Support 93/Berlin with BVG pattern

**Herzogenaurach, January 9<sup>th</sup> 2018** - Berlin, a city full of contrasts, freethinkers and originality, will be the platform for a premiere: adidas Originals presents EQT Support 93/Berlin this month, together with the public transport company Berliner Verkehrsbetriebe (BVG). What's special about the shoe is the pattern of the BVG seat covers that is featured on the TPU support element of the sneakers, making the model a collector's item. In addition, the limited edition model has an annual season ticket for the BVG public transport network incorporated into its tongue. When being worn, the EQT Support 93/Berlin shoes are valid from January 16 up to and including 31<sup>st</sup> of December 2018 as a ticket for all BVG means of transportation.

"I believe that Berlin plays a special role in street culture and when it comes to adidas Equipment. The city and its people have shaped both the brand and the concept. With this specific project, we wanted to thank all of the EQT sneakerheads in Berlin for their loyalty and passion. Through connecting people at the heart of the city, BVG was the perfect inspiration for this limited EQT 93/17," says Till Jagla, Senior Director adidas Originals.

"How cool is that? Now there is an exclusive sneaker with our popular BVG seat pattern. We are convinced that this shoe will mark a very special highlight for Berlin. And it's great that the BVG, which is celebrating its 90th birthday this year, is now becoming a style icon itself," commented Dr. Sigrid Nikutta, BVG Chairwoman.

The EQT Support 93/Berlin has a black mesh upper and a white BOOST™ midsole. The iconic 3-Stripes in black also serve as eyelets for the yellow laces. A white leather panel on the outer side provides contrast.

The sneakers will be available in a limited edition of 500 pairs from January 16 in the adidas Originals Flagship Store and at Overkill in Berlin. They will cost 180 euros.



# Information

Further information is available via the adidas News Stream: [www.news.adidas.com/DE](http://www.news.adidas.com/DE)

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