



## Information

### **adidas Originals Revives adicolor Apparel Franchise in SS18**

adidas Originals revives adicolor, its most iconic apparel franchise. Cultivated in the 70's, the range is an instantly recognizable symbol of sports and street culture which returns in 2018 remastered for the present with the confidence to playfully celebrate color for a new generation - never afraid to poke fun at itself.

Pairing the colors from the past with those of today, four meaningful adidas sport hues were carefully selected as the starting point for the overall inspiration for both Men's and Women's SS18 collections. The primary colors which are now referred to as Bluebird, Fairway Green, Scarlett Red and Sun Yellow were first seen in 1983, when all-white adicolor shoes were presented alongside a set of felt-tip pens, and reappeared in 2006 for Color Series, an adidas collaboration with some of the world's best-known and most highly regarded creatives, creating unique pieces around a specific color. Taking inspiration from the past collections, the SS18 offering plays with these iconic shades and creates tonal ensembles to render a palette relevant for today.

adicolor SS18 offers a curated archive selection with the most influential adidas silhouettes of past decades in a self-referential play. Classic styles are reimagined for today through the use of innovative fabrics and refined fits. Style and taste move beyond fixed gender binaries - focusing on interesting product, not ignoring femininity but rather offering a more sophisticated acknowledgement of its many different faces. Branding is refreshed by manipulating logo size and proportions and unexpected placement.

For the campaign, photographer Charlie Engman and director David Lane build irreverent monochromatic worlds of adicolor apparel, characters, descriptions, and objects. Together they create a fun and humorous tone across the campaign that emphasizes a gender neutral and diversity-driven approach. Color is celebrated in ways that are both familiar and surprising, aligning with the playful spirit of the collection.



## Information

adicolor transcends cultures and eras to redefine itself in perpetually new contexts. Always taking color seriously, and taking itself less seriously.

The adicolor collection will be available globally on January 18th at [adidas.com/adicolor](http://adidas.com/adicolor).

*For more information please visit our adidas News Stream: [www.news.adidas.com/DE](http://www.news.adidas.com/DE)*

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