



## Information

### adidas Originals by Pharrell Williams — Hu Holi Powder Dye Collection Spring/Summer 2018

- Inspired by the spiritual Hindu festival of spring celebrated in India and Nepal -
- Apparel & footwear features powder-dyeing technique for one-of-a-kind pieces -
- Highlights the playful spirit and soulfulness of the adidas by PW collaboration -

For Spring/Summer 2018, adidas Originals and Pharrell Williams take a trip to northern India to honor the ancient spiritual Holi Festival, a springtime celebration of joy, equality, and humanity. The resulting apparel leverage a breakthrough technique to create one-of-a-kind pieces that are powder-dyed in a swirl of pastel tones. The footwear take inspiration from this technique with a premium sublimated print. A riot of color, the collection highlights the playful spirit and soulfulness of the adidas Originals by Pharrell Williams collaboration, now in its fourth year. It also represents a continuation of the Hu journey, reflecting Pharrell's founding vision of energy, color, and spirituality as a unifying force between peoples.

The spiritual Hindu festival of Holi—also known as the “festival of colors” or the “festival of love”—takes place each March to celebrate the arrival of springtime and the triumph of good over evil. Festival attendees paint their bodies head-to-toe and fling brightly hued powders in the air, hoping for longlasting color in their everyday lives. Inspired by the magic and beauty of this expression, adidas and Pharrell drop four apparel styles and five variations of footwear, as well as a special Hu Holi beach towel. These pieces serve as a follow-up to the pristine Blank Canvas collection previously released.

The **Hu Holi Powder Dye** collection delivers wildly colorful unisex sportswear essentials, such as the **Hu Holi Tee**, which boasts reflective Velcro patch detailing embroidered with the phrase “HU MAN BEING.” The multilayered, oversize **Hu Holi FZ**



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**Hood** features reflective piping, Colorado-inspired cutlines, and tone-ontone embroidery of the words "SPECIES" across its back. Meanwhile, the coordinated **Hu Holi Crew** and **Hu Holi Short** make for a fearless play for style and color.

In footwear, the iconic adidas Originals by Pharrell Williams Hu NMD returns in three variations: one a classic black coloration with sublimated powder dye effect on the inside collar, and two with the sublimated uppers to take on the powder dyed aesthetic, all complimented with reflective laces, and two powder-dyed iterations of the **PW Human Race**, with contrast-color lining and a marbleized effect on its stabilizer. The sleek **Tennis Hu PD** pairs its color-crazy sublimated print uppers with a crisp white leather lining, while the collection's update to the **Stan Smith PD** finds the adidas icon coated in an explosion of bright purples and blues.

An energetic fashion statement and a testament to the power of color, the Powder Dye collection is the latest chapter in the story of adidas Originals by Pharrell Williams.

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