



Information

DEERUPT – DISRUPTIVELY SIMPLE

adidas Originals introduces its newest sneaker, Deerupt —a contemporary take on adidas heritage realized in a radically new look. At once minimalist and bold, the silhouette looks to the archive for its grid design inspiration, while debuting a new profile that remains undeniably adidas. Inspired equally by urban planning, architecture, and natural phenomena, Deerupt holds the grid as its central design principle. Initially featured in adidas running silhouettes in the 80s today the grid design is stretched to envelope the entire shoe.

Constantly playing with the grid itself through textures, layers and different perspectives, the collapsible, runner-inspired design features an ultra-lightweight construction with knit uppers covered in stretchable netting. Inside, zoned foam pockets molded along the shoe's interior lining ensure the highest degree of fit by locking the foot into the shoe to create a supportive compression. The result is a product with a truly unique benefit: a shoe that conforms to its wearer ensuring ultimate comfort.

Deerupt launches in the hero colorway Solar Bird, a meld of two iconic adidas tones: Solar Red and Bluebird. Designed with a strong visual identity - simple authenticity provides maximum impact. The Deerupt silhouette drops worldwide on March 22.

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

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