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Atric

Brand new for 2018, adidas Originals introduces a concept with a focus on functionality and real-life application like never before – Atric.

Engineered for the great outdoors, for the streets and to be worn barefoot, The Atric collection uses premium utilitarian materials and technical sensibilities with a street-level design perspective to create footwear and apparel for any necessity; using classic materials with tried-and-true benefits to provide practical solutions that don't sacrifice their natural style.

At the center of the Atric collection across apparel and footwear is Merino wool, usually associated with winter months, the super-fine natural fiber is renowned for its unique technical qualities, such as moisture-wicking, water resistance, breathability and, most importantly, comfort. Each piece in the collection integrates Merino wool into its design to elevate classic adidas designs and to create the ultimate summer collection.

In footwear, this culminates in the Atric F/22 PK model, a moccasin-inspired outdoor silhouette which takes its lead from vital adidas stories such as EQT and 2001's Water Moccasin model. The shoe takes its name from an aperture setting in professional photography which creates crisp, focused images with a high depth of field – a principle that was replicated throughout the shoe's design process.

For the Atric F/22's upper, Originals and Woolmark co-developed a bespoke Merino wool fiber Primeknit upper, which is then reinforced by suede overlays and a minimalist lacing system that champions the shoe's sock-fit, designed from the ground up to be a complete barefoot shoe.

This is then countered by a raised-texture wraparound outsole for all-terrain grip, whilst PU inserts in the forefoot and heel add support in vital areas, finished with tongue and heel elements inspired by camera straps, all presented in a striking multi colored space dyed yarn.



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Moving onto apparel, this same ethos is applied to a comprehensive outdoors wardrobe, including t-shirt, bottoms, outerwear and accessories titled "Adventure". The core piece, the Adventure Vintage Jacket, features a retro-inspired construction in a nostalgic palette of greens, blues and reds. Its unique paneled makeup aids in movement and comfort, whilst branding details pay homage to adidas' wealth of history in outdoors apparel, making nods to the brand's classic "Mountain" and "Trekking" collections.

This same approach is applied to a pair of complementary pants, featuring a panel construction with reinforced knees and a belt waist adjuster, while the adidas Adventure t-shirt unites the collection with a large graphic print of the range's mountain & river identity. Rounding out the collection is an essential trek backpack, complete with water-resistant materials and detachable exterior pockets, and an Adventure-branded five panel cap.

Overall, the Atric line culminates as a powerful demonstration of adidas' enduring outdoor pedigree, translating proven components from the brand's extensive history into a bold modern context to create a compelling expression of functional sportswear design for all users, whether they're battling the elements or simply conquering the concrete jungle.

Further information here: www.news.adidas.com/DE

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