



White Mountaineering®

adidas TERREX x White Mountaineering

The collaboration between adidas and White Mountaineering evolves beyond adidas Originals to encompass the adidas TERREX line of innovative, technical outdoor performance.

adidas TERREX x White Mountaineering begins with an exclusive trail runner, WM TERREX TWO BOA —available globally this May —that serves as a preview of the full collection of apparel and footwear to be released in Winter 2018/19.

Designed in Tokyo by Yosuke Aizawa since 2006, White Mountaineering unites design, utility, and technology to create outdoor-focused collections in technical fabrics. adidas TERREX strives to envision breakthrough solutions for those who shape their own path in the outdoors—through climbing, trail running, mountain biking, or hiking. With this collaboration, White Mountaineering will infuse its singular sensibility with the bold innovations of adidas TERREX and the finest materials from its partners.

Emphasizing cushioning, stability, and breathability, the TERREX TWO BOA is a competition-oriented trail runner intended for mid- to long-distance trail runs. Its unique fit, with a snug heel and wider forefoot, ensures a smoother ride, while its innovative Boa® closure system allows for quick and easy adjustment. Its Continental rubber outsole offers extraordinary grip with a lug sole inspired by the Continental MTB tire “Baron Projekt.”.

A breakthrough in technology, the shoe simultaneously innovates in design, with its 3-D printed floating 3-Stripes motif, contrast-color TPU sheet, and a midsole wrapped in a “White Mountaineering” logo graphic. The shoe is available in two colorways: white/red/collegiate navy and white/core black.

adidas TERREX x White Mountaineering will be launched globally **May 18th, 2018**, online and in a selection of stores.

Retail Price: \$150

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