



Information

DEERUPT PARLEY

adidas Originals' pioneering collaboration with the global network Parley for the Oceans enters new territory this week, as the two unite to create a duo of collaborative editions of the new Deerupt silhouette.

True to the ethos of the adidas x Parley partnership, the two-special edition Deerupt models are designed to create change. They are made with Ocean Plastic® — Parley's material created from plastic waste intercepted on beaches and in coastal communities— helping to combat marine plastic pollution, raise awareness and champion eco-innovative solutions to modern environmental issues.

To equip the movement, these upcycled materials are integrated into the Deerupt shoe's minimalist design, consisting of a sock-fit reversed mesh upper with distinctive stretchable web overlay which increases comfort and fit by compressing the foot. The webbing details can be found on classic performance footwear models, demonstrated by the mesh's continuation onto the midsole. Each shoe is then rounded off with a classic rubber outsole, minimalist lacing system and co-branded suede heel patch.

Releasing in essential Core Black and FTWR White colorways with accents in Parley's signature blue palette, the result is a collaborative release with a purpose, bringing the Deerupt silhouette into adidas Originals and Parley's shared spirit of evolution through creative collaboration, eco-innovation and the principles of Parley AIR: Avoid, Intercept, Redesign. The shoe is fitted with a NFC chip in the heel, when scanned, the full story of the shoe from plastic bottle to final product is revealed.

Releasing on May 28th, Deerupt Parley will be available in adidas Originals flagship stores, online and at selected retail partners.

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

- Contact -

Markus Giering

Brand PR Manager Style

E-Mail: markus.giering@adidas.com

Phone: (+49) 9132 84 -75827