**ADIDAS CELEBRATES ATLANTA AND THE 2018 MAJOR LEAGUE SOCCER ALL-STAR GAME PRESENTED BY TARGET WITH SPECIALTY SPEEDFACTORY AM4MLS LIFESTYLE SHOE**

**- Created for the city of Atlanta, the newest addition to the AM4 series celebrates the 2018 Major League Soccer All-Star Game -**

**- Designed by local creators Darlington Nagbe, Rich the Kid, and Travis Love -**

**- Assembled in the city using adidas’ state of the art robotic manufacturing facility SPEEDFACTORY USA-**

**- Rich The Kid-curated Spotify playlist available through the shoes’ embedded NFC chip -**

**Portland, Ore., July 23, 2018 –** adidas Soccer today unveiled the Atlanta-inspired adidas Made For MLS (AM4MLS) shoes assembled at SPEEDFACTORY USA. Locally-based creators designed the running sneakers on July 11, 2018 to celebrate the urban soccer and hip-hop culture in Atlanta as the city gets ready to host the 2018 Major League Soccer All-Star Game presented by Target on Aug. 1.

Created for the streetwear hounds of Atlanta, AM4MLS will be exclusively available at WISH Atlanta Boutique on July 28 and on [adidas.com](https://www.adidas.com/us) starting July 29.

AM4MLS is a limited edition SPEEDFACTORY concept brought to life showcasing the creativity and innovation that sits at the core of adidas and at the heart of Atlanta by using local creators at the intersection of sport, art and music.

Darlington Nagbe, Atlanta United midfielder named to the MLS All-Star roster by the fans on June 25, Rich the Kid, Atlanta-raised rapper, and local graphic artist Travis Love came together to share the ways the city inspires them. The result of the July 11 design session is a shoe authentic to the heart, community and speed of Atlanta’s culture that began production on July 23 and will be first sold just five days later, on July 28.

AM4MLS combines technological innovation and style to form a new iteration of the adidas “Made for” sneaker in a red and black colorway, two colors that weave their way through the city in all aspects. The base design of AM4MLS is pulled from Travis Love’s art installations showcased throughout the city. The intertwining pattern is representative of the unity and interaction amongst Atlanta’s diverse community. The laces incorporate gold flecks and a heart is featured on each heel patch.

The creators incorporated the heart into the design because it sets the pulse of their community and the trends that surpass the city’s boundaries. As a place of trendsetters, the three creators recalled how pulse influences their own field of work whether it is through the heart of hip-hop, as the city’s pulse sets the rhythm of the genre’s sound or as the pulse of the city’s surroundings and its people, as fans cheer and rhythmically jump up and down fueling the energy of Atlanta’s home games.

Speed is more than a strategy behind the creation of the AM4MLS shoe; it is what athletes train for and what consumers deem essential. The three collaborators agreed that speed is a key dynamic to their creative processes whether it comes during the pace of play in a match, or how they optimize short amount of times to make great moments happen.

The AM4MLS shoe will be the first of its kind to bring the sound of the city to life through an embedded NFC chip enabling the owner to access a Spotify playlist curated by Rich The Kid. Deeply rooted in Atlanta’s culture, the 21 songs aim to pay tribute to the city’s rich music history and its influence in artists across the country.

Through localized and digital production, the AM4MLS also connects directly to the MLS All-Star host city and is brought to life at the Atlanta-based SPEEDFACTORY USA. SPEEDFACTORY creates the opportunity to be hyper-reactive by going from design to consumer, mass-producing shoes 38 times faster than industry standard production. Using SPEEDFACTORY’s unique process of fit programming, tension patches are digitally mapped onto the upper to deliver a precise, dynamic fit that is tuned for performance. The AM4MLS also features adidas’ iconic Torsion system for effortless heel to toe movement and BOOST cushioning for the most responsive energy return.

The AM4MLS is the latest edition of the AM4 series, following the launch of the Los Angeles (AM4LA), New York (AM4NYC), Paris (AM4PAR) and London (AM4LDN) running shoes, as well as the most recent AM4NHL released for the Stanley Cup champions, the Washington Capitals along with Shanghai (AM4SHA). The AM4 line of products emphasizes adidas’ commitment to speed, co-creation and innovation. There will be another launch in Tokyo (AM4TKY) coming soon.

**Timeline of events:**

**June 25:** Darlington Nagbe is selected to the 2018 MLS All-Star Fan XI

**July 11:** Darlington Nagbe, Rich The Kid, and Travis Love hold design session in Atlanta

**July 23:** Production begins

**July 28:** Exclusive one-day sale at WISH Atlanta Boutique

**July 29:** AM4MLS available for pre-order at [adidas.com](https://www.adidas.com/us)

**Aug. 1:** MLS All-Stars vs. Juventus at 4:30 p.m. PT from Atlanta United’s Mercedes-Benz Stadium

Follow the conversation leading up to the game on Twitter and Instagram via [@adidassoccer](https://twitter.com/adidassoccer), [@MLS](https://twitter.com/MLS?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor) and join in with [#MLSAllStar](https://twitter.com/search?src=typd&q=%23MLSAllStar) and [#HereToCreate](https://twitter.com/search?q=%23HereToCreate&src=tyah). For more information visit <http://www.adidas.com/us/soccer>.