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adidas Originals launches Falcon Campaign with Kylie Jenner

1997 was seminal as a year during which two icons were born. The first, the adidas Originals Falcon Dorf runner. A shoe which paid homage to the attitude of the time; strong creatives who shifted boundaries and paved the path for future rebels to walk forth with. The second was Kylie Jenner; one of the most-recognized people on the planet. Beauty boss, entrepreneur, and style icon, Jenner has subverted the expectations placed on young women by establishing herself as a business mogul and a creative visionary who refuses to allow anything to stand in her way.

Now, Jenner and Falcon join forces in honor of adidas Originals, with the icon debuting in the brand's Falcon campaign. Falcon's blueprint, the Falcon Dorf, came-of-age in the late 90s as a daring statement injected into the pinnacle of an era where women weren't afraid to break the rules and speak their truths. With its groundbreaking design, this silhouette pushed the boundaries of what a sports shoe could be with its fashion-forward edge.

Speaking to both the heritage and the future of the silhouette, Alegra O'Hare, VP Global Brand Communications, adidas Originals and Style, says:

"With Falcon we are continuing to develop the adidas Originals narrative. We are interested in creating tomorrow's streetwear by reinventing the most iconic sportswear from our archives. Falcon is inspired by the Falcon Dorf, an iconic model from the '90s: its bold and unapologetic DNA is at the core of today's Falcon and reflects the confident mindset of a new generation of female creative consumers".

Two-decades on, Falcon is reborn for a new generation. Whilst holding tight to these core values that established it as a revolutionary force, Falcon is fresh and evolved in a grey, pink, black, and blue colorway.

Its maximalist design seamlessly pairs with Jenner's own desire for striking palettes and bold designs, with key features including a paneled construction in classic mesh and suede overlays, a molded heel unit, and reflective detailing. The rubber midsole ties the Falcon together, with juxtaposing accents of color on the forefoot and heel to create a confident silhouette that bridges 90s nostalgia with modern energy.

When asked about her involvement, Kylie explains: "I've always loved adidas and it's exciting now being part of the Originals family, especially for Falcon"



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The Falcon's bold attitude is in sync with Jenner's way of life – a mindset which has propelled her beauty business and established her as a cultural icon. It's a shoe that knows that the only way to make an impact – and have some fun – is by taking risks.

The Falcon campaign will launch globally on Sept 6th. The new Falcon footwear silhouette will be available at adidas Originals stores worldwide and on adidas.com/falcon

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