**adidas Originals Releases the Never Made Collection**

**PRODUCT COPY**

**MARATHONx5923**

One of the earliest running silhouettes released by adidas, the Marathon model’s mesh upper with suede overlays is pure ‘70s runner design. This shoe combines the Marathon model’s retro upper with the Boost™ sole of the retro-inspired I-5923 silhouette, placing a subtle twist on archive aesthetic.

**COUNTRYxKAMANDA**

First released in the 1970s as an aggressive all-terrain runner, the Country model’s nylon/suede upper has been combined with the distinctive textured gum sole of the Kamanda to create a striking take on retro shoe design.

**Ix4D**

The I-5923 silhouette might be a contemporary adidas Originals silhouette, but its retro design is rooted in classic ‘70s footwear design, with a classic nylon/suede construction. This exclusive release combines the vintage aesthetic of the I-5923 with a Carbon 4D sole, the epitome of modern footwear tech.

**BOSTONSUPERxR1**

A multi-purpose runner originally designed for the Boston marathon, the Boston Runner is a classic example of ‘80s adidas footwear design. This new edition switches out the shoe’s original rubber sole for the iconic NMD Boost™ sole.

**RISINGSTARxR1**

With its striking silver leather upper, contrast red 3-stripe marks and low profile design, the Rising Star silhouette is classic ‘80s running model design. For this release, the shoe’s original rubber sole with colored EVA inserts is replaced with the iconic NMD Boost™ sole.

**MICROPACERxR1**

Wrapped in silver leather and fitted with a digital stopwatch in its tongue, the Micropacer silhouette was lightyears ahead of its time when it first released in 1984. Its core philosophy and design has informed countless adidas designs since, and this new edition places the shoe’s original upper onto an NMD Boost™ sole.

**98xCRAZYBYW**

First introduced in the ‘90s to respond to the specific needs of basketball players, adidas’ Feet You Wear (FYW) concept created a segmented sole to offer greater flexibility in the foot. This hybrid model combines the archive design of FYW with the Boost™-infused sole of the evolutionary Boost You Wear (BYW) model, uniting 3-stripes past with its present-day evolution.

**ZX930xEQT**

In the ‘80s, adidas unveiled the ZX series, a groundbreaking footwear franchise that would inform the design ethos of the now-legendary ‘90s EQT series. This release combines the upper of one of the lesser-known ZX models, the ZX 930, with the classic-meets-contemporary Boost™ EQT midsole, complete with the overflow 3-stripe marks that define every EQT model.