**adidas Originals Releases the Never Made Collection**

**- A new footwear concept inspired by internal adidas workshops which seek to explore unexpected combinations -**

**- Never Made reimagines archival adidas silhouettes atop contemporary tooling -**

**- The footwear concept revisits iconic silhouettes from three key decades of adidas design -**

**Herzogenaurach, October 9 -** Innovation is always grounded in history. Cutting-edge concepts are born from the archive. How can we design for the future without an appreciation for our past?

Introducing Never Made, a revolutionary footwear concept inspired by the past, designed for the future. Past icons from the adidas archive are reimagined, as their soles are swapped with the brand’s most innovative toolings. Featuring eight distinct silhouettes, the newest adidas Originals footwear concept provides a window into the brand’s design process. Inspired by internal design workshops, which see the brand’s designers explore unexpected combinations, the collection is a manifestation of ideas into reality.

Tapping into three key decades of adidas archival design - the 70’s, 80’s, and 90’s – the collection explores the intersection of past and future, reinventing iconic silhouettes through the lens of the brand’s most innovative products.

Instantly recognizable 70’s aesthetics are reimagined through the *Line of Descent* series, which sees iconic archival-inspired silhouettes merged with current day technologies. Reimagined atop 4D carbon-printed tooling, the vintage-inspired I-5923silhouette is transformed into the **Ix4D**. Similarly, the **COUNTRYxKAMANDA** merges aggressive all-terrain-inspired detailing from two eras. Rounding off the *Line of Descent* series is the **MARATHONx5923**, which sees one of the brand’s earliest running silhouettes remade with BOOST technology, bringing the past into the future in unexpected ways.

Looking to one of the brand’s modern day icons, the *genealogy of NMD* series revisits three key sources of inspiration from the 80’s, placing the silhouettes atop NMD\_R1 tooling to create the **MICROPACERxR1**, **BOSTONSUPERxR1**, and **RISINGSTARxR1**.

Turning to one of the most important decades in adidas Original’s recent history, the *genetically Modified 90’s Tech* series sees two iconic footwear concepts, Feet You Wear and EQT, brought firmly into the future - reimagined atop BOOST tooling to create **98xCRAZYBYW** and **ZX930xEQT**.

Inspired by our past in order to inform the future, the Never Made collection seeks to reinvent the design process through experimentation with unexpected combinations.

The Never Made collection will release globally on October 17th.

For more information visit [www.adidas.com/nevermade](http://www.adidas.com/nevermade)

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#NeverMade

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**About adidas Originals**

Inspired by the rich sporting heritage of adidas – one of the world’s leading sports brands and a global designer and developer of athletic footwear and apparel ­­– adidas Originals is a lifestyle brand founded in 2001. With the adidas archive at its foundation, adidas Originals continues to evolve the brand’s legacy through its commitment to product innovation and its ability to filter the creativity and courage found on courts and sporting arenas through the lens of contemporary youth culture. Marked by the iconic Trefoil logo that was first used in 1972 and championed by those that continue to shape and define creative culture, adidas Originals continues to lead the way as the pioneering sportswear brand for the street.