



**FOR IMMEDIATE RELEASE**

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## **adidas Consortium x Engineered Garments**

- **The third collaboration from the FW18 UltraBOOST Collective**
- **The Cult, Americana-influenced brand applies its trademark, playfully irreverent approach to a range of iconic adidas designs and details**



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**(Herzogenaurach, Germany)**— The original UltraBOOST that launched in the early months of 2015 quickly established itself as the flagship example of the high-performance functionality and meticulous craftsmanship that has come to define the adidas running shoe roster. The

UltraBOOST Collective was formed later that year as an opportunity for some of the most revered brands and designers from around the world to create their own distinctive take on the shoe. For FW18, the UltraBOOST Collective is comprised of A Kind of Guise, Engineered Garments, Études and Kinfolk.

Daiki Suzuki's New-York based brand, Engineered Garments, has garnered a cult fanbase around the globe for its exuberant take on classic American clothing and refined Japanese attention to detail. Subtly mismatched elements have long been a part of the brand's output and feature on their UltraBOOST in abundance. The pioneering craftsmanship and design of the shoe are here rendered in the bright retro splash of adidas' 'Bluebird' colorway, accompanied by a classic gum-colored outsole. Meanwhile, innovative fabrics such as the Primeknit uppers rub shoulders with more traditional textiles: twill cotton on the heel clip and cage; embroidered stripes that are (of course) mismatched in color. Rounding off the collaboration is a vibrant take on the adidas bucket hat crafted from tech fabrics. The bucket hat has a rich and varied history, acting as a cultural touchstone across the worlds of sport, high-fashion, military clothing and popular music - the perfect accessory for a brand as eclectic as Engineered Garments.

adidas x Engineered Garments will be available for purchase from Nepenthes NY store on 13th October and Nepenthes Japan will be selling the 16th.

### **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.

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