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adidas Originals x Have A Good Time



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(Herzogenaurach, Germany)—This season, **adidas Originals** has teamed up with cult Tokyo retailer, **Have A Good Time** on a collaborative capsule collection, applying the store's bright, light hearted aesthetic to a selection of iconic adidas silhouettes.

Operating out of a small shop in Tokyo's Nakameguro district, Have A Good Time was established in 2010 by a crew of street artists, and has since grown into a vanguard of homegrown Tokyo street art and culture. The store's simple logo, consisting of a serif typeface encased in a red frame, has become an insignia of DIY spirit in the Japanese capital, and a consistent theme in the store's creations and collaborative ventures.

For their collaboration with adidas Originals, Have A Good Time has applied its signature logo to a Reversible Track Top and Reversible Track Pants, as well as a classic Trefoil logo t-shirt and the Samba footwear model. Both the Track Top and Track Pant are constructed from a woven nylon material with a woven polyester reverse side, featuring a classic black colorway with white 3-stripe marks on one side, countered by an allover print of the have a good time logo on the reverse.

The Track Top is elevated with a number of branding details, including Trefoil logo and have a good time branding on the chest, while the allover print reverse is finished with a co-branded insignia on the chest and an enlarged Trefoil logo print on the back. The Track Pant also features Trefoil logo and have a good time branding on the right and left thigh respectively, finished with elasticated cuffs and white 3-stripe marks down the leg. Rounding out the apparel offer, a collaborative Trefoil logo t-shirt incorporates an allover print filling into the classic adidas Trefoil logo, countered by an enlarged have a good time printed logo on the back.

The collection is then completed by a collaborative take on the classic indoor football shoe, the Samba silhouette. The Have A Good Time edition of the Samba model takes a similarly simple approach, featuring a kangaroo leather upper with a suede t-toe overlay and contrast white serrated 3-stripe marks and gold foil Samba branding on the side. This is then placed atop a classic translucent gum sole and finished with have a good time logo branding on the shoe's signature enlarged tongue, and a soft leather lining with a have a good time logo allover print.

Collectively, the adidas Originals by Have A Good Time collaboration culminates as a clean reimagining of enduring adidas archival silhouettes, decorated with the insignia of one of Tokyo's most groundbreaking creative teams.

The adidas Originals by Have A Good Time collection releases worldwide on October 25th.

<https://www.instagram.com/haveagoodtimeofficial/>

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