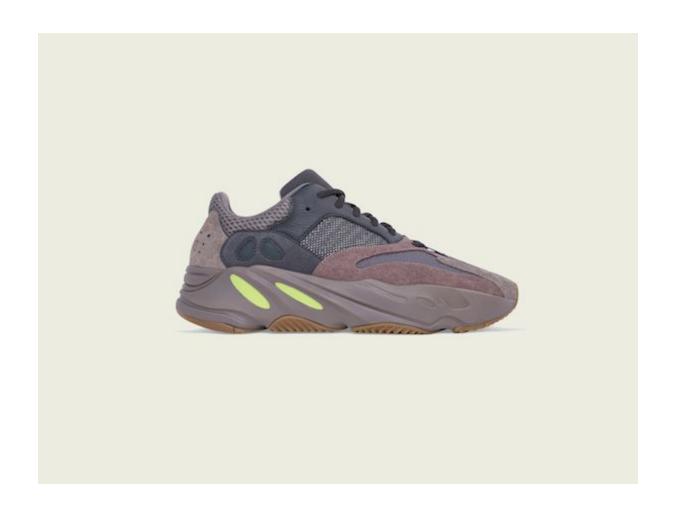


FOR IMMEDIATE RELEASE

October 19, 2018

adidas Originals + KANYE WEST Announce The YEEZY BOOST 700 Mauve



The YEEZY BOOST 700 features a full-length drop in boost midsole, an upper composed of mauve suede overlays and black premium leather with mesh underlays and green heel details. The shoe has a gum sole along with reflective heel and Three Stripes.

The YEEZY BOOST 700 will be available on adidas.com/YEEZY, select retailers and YEEZY SUPPLY on **October 27th**. Recommended retail price for the YEEZY BOOST 700 is €/\$300. A full list of retailers can be found at adidas.com/YEEZY.

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