



**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](https://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](https://adidas.com/YEEZY).

# # #

**For general enquiries, please contact:**

Candice Han

[candice@pitchblend.com](mailto:candice@pitchblend.com)

Paige Bradford

[paige@pitchblend.com](mailto:paige@pitchblend.com)