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**adidas Originals x Parley For The Oceans
Release Eco-Inspired Colorway For NMD R1 Silhouette**



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adidas Originals and Parley for the Oceans come together for a new collaborative endeavor this month, continuing their groundbreaking work using recycled and repurposed materials to create an exclusive colorway of the NMD_R1 silhouette. This symbol of change joins the adidas x Parley fleet of footwear championing eco-innovation and equipping the resistance against marine plastic pollution.

True to the formula of the original NMD_R1 model, the latest release features a single-piece Primeknit™ construction across the upper, countered by a comfortable Boost™ midsole with signature EVA insert plugs. The yarn is spun from Parley Ocean Plastic™, upcycled waste intercepted from beaches and coastal communities.

For this release, the NMD_R1 shoe assumes a clean tonal black colorway, accented with a woven stripe motif in Parley's signature ocean blue color palette, finished with a black heel patch, heel pull and laces. The shoe also features a recycled rubber sole.

Releasing worldwide on November 7th, the release is another powerful demonstration of uncompromised style with eco-innovative, progressive production methods.

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