

adidas Originals by Pharrell Williams

Pharrell Williams SOLARHU Collection — Fall/Winter 2018

- **New footwear and apparel inspired by the transformative nature of sport -**
- **adidas' foremost technology meets East African-inspired color & pattern -**
- **Pharrell believes in the meditative power of running -**
- **Collection melds performance with lifestyle -**

Herzogenaurach, April 2018

adidas Originals and Pharrell Williams continue their collaborative Hu series for Fall/Winter 2018, reiterating their common belief that, through sport, we all have the power to transform lives. In describing the collection, Pharrell expresses his fondness for the peaceful, meditative nature of running. He seeks to combine the performance breakthroughs of adidas with the fearless colors, bold patterns, and stylistic flair of East Africa, where running is deeply ingrained in culture.

Pharrell's unparalleled cultural reach and deep connection to creativity is embodied in two exclusive styles of footwear and one piece of apparel. The collection is expressed in confident tones of aqua, scarlet, yellow, collegiate green, and collegiate purple. adidas Primeknit material is reimagined to evoke a naïve, handmade sensibility—contrasted with the familiar adidas toolings and the established aesthetic markers of the collaboration.

The **Pharrell Williams SOLARHU NMD** evolves the iconic NMD style with a new, trail-inspired outsole and ribbed Primeknit fabric that evokes intricate weaving techniques in a clash of colors. Contrasting black-on-white patches—inspired by running bibs—are emblazoned on the front of each pair and feature coordinated slogans like “MOTHER” and “LAND” or “EMPOWER” and “INSPIRE” or the Swahili words “MIELE” (forever) and “MBELE” (forward), all spelled out in alphanumeric text. The shoe also offers a TPU lace cage realized in complementary colors and a midsole comprised of Boost, adidas' revolutionary energy-returning material.

At the same time, the recently released **Tennis Hu** is subtly reimagined with its East African inspiration in mind. Most strikingly, the pattern variations of its Primeknit uppers are designed to conjure a handmade look and feel. The shoe also features an EVA™ midsole, suede overlays at its heel and toebox, a unique lacing mechanism, and leatherized eye-stay lace holders.

Finally, the **Pharrell Williams SOLARHU TT FZ Jacket** combines adidas innovation and the collection's stylistic codes into a lightweight, double-layered, woven track top. The collection marks the beginning of a **Pharrell Williams SOLARHU** journey that will ultimately encompass performance as well.

As Pharrell explains: "Africa is a beautiful continent and the origin of civilization. Running is a state of meditation. Why not go back to the motherland and take inspiration from such a vivid and rich culture? Why not create a tribute to this incredible sport?"

General Release

The adidas Originals by Pharrell Williams SOLARHU collection is available August 18, 2018 at adidas Originals flagship stores, select retailers, and online.

PHARRELL WILLIAMS SOLARHU NMD

Primeknit upper boost™ midsole
Signature Pharrell TPU lace cage
Pharrell Williams adidas branding

RRP 250€ / \$250

PHARRELL WILLIAMS SOLARHU TENNIS V2

Primeknit upper
EVA™ midsole
Unique signature lacing mechanism
Pharrell Williams adidas branding

RRP 130€ / \$130

PHARRELL WILLIAMS SOLARHU TT FZ JACKET

Lightweight double layered woven tracktop

RRP 200€ / \$200

CAMPAIGN CREDITS

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