

adidas Originals by Billionaire Boys Club FW18 Fall/Winter 2018

- New footwear colorways inspired by archival collegiate stripe details -
- The collaboration features two silhouettes: Hu NMD and Tennis Hu -
- Pharrell Williams' two signature silhouettes are presented together in a collaboration for the first time -

adidas Originals and Pharrell Williams continue their collaborative partnership with the third installment of the adidas Originals by BBC collaboration. Moving from the iconic Stan Smith silhouette, the latest iteration of the BBC collection incorporates both of Pharrell Williams' signature sneakers, Tennis Hu and Hu NMD, presented together for the first time.

For FW18 adidas Originals and BBC draw on archive collegiate detailing for inspiration. Taking cues from the striped motifs found throughout heritage collegiate uniforms, both silhouettes are made up in striking bright yellow, dark blue, and scarlet red colorways. Stitched within the Hu NMD's instantly recognisable primeknit upper are iconic BBC logo marks, whilst the Tennis Hu features clean detailing with subtle branding on the tongue tab.

General Release

The adidas Originals by BBC collection is available October 20th 2018

TENNIS HU BBC

Primknit Upper
EVA™ midsole
Unique signature lacing mechanism
Pharrell Williams x adidas branding.
RRP 130€ / \$130

HU NMD BBC

Primeknit upper
boost™ midsole
Signature Pharrell TPU lace cage
Pharrell Williams x adidas branding
RRP 250€ / \$250