

**adidas by Pharrell Williams**

**SolarHu — Fall/Winter 2018**

- Performance footwear and apparel designed for running -
- adidas innovation meets color & pattern inspired by East African flags -
- Honors African culture of long-distance running -
- Launches exclusive new runner, the colorful SolarHu -

**Herzogenaurach, June 2018**

For Fall/Winter 2018, adidas and Pharrell Williams present a performance collection inspired by Africa's culture of long-distance running, which symbolizes adidas and Pharrell's common belief that, through sport, we have the power to change lives. An admirer of running's "peaceful, meditative nature," Pharrell blends the foremost technologies of adidas with the bold patterns and bright colors of East Africa, where running is deeply ingrained.

This season marks Pharrell's second foray into the world of sport performance, having last year designed and developed a tennis collection to be worn on court. With the new range, the collaboration moves from tennis to running, from America to Africa, home to some of the most accomplished long-distance runners in the world. Underscoring the brand concept of sport as transformation, running unlocks the potential to change lives globally. Running also offers a low barrier to entry and enjoys high levels of participation globally, aligning it with Pharrell's personal message of equality, justice, and self-confidence.

The adidas by Pharrell Williams SolarHu collection debuts one exclusive new footwear style and eight pieces of apparel for women and men, featuring patterns inspired by East Africa and realized in colors typically used on national flags in the region. The collection is expressed in rich tones of gold, purple, burgundy, cyan, and collegiate red and green.

The new **SolarHu** runner is the key footwear silhouette of the season and the centerpiece of the collection, reinterpreting the bold color-worlds of East Africa and combining a long-wearing Continental rubber outsole with an adidas Boost midsole. Graphic variations of the Hu logo are embroidered on the shoe's vamp and toe cap, while colorful suede detailing brings texture. The shoe arrives in three colorways: core black/bold green, core black/bright cyan, and bold gold/bold green. Each pair is sold with two additional sets of laces in complementary colors.

adidas innovation meets tribal-inspired graphics to create the season's apparel: engineered tanks, tees, shorts, and running tights that are taped and trimmed in bright graphics inspired by East African patterns. They provide a foundational runner's wardrobe with the global spirit that is Pharrell Williams's signature.

As Pharrell himself 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? Why can't the shoe that people wear on the street have a performance function? This is what we sought to achieve with this collection."

The adidas by Pharrell Williams SolarHu collection will be available September 25<sup>th</sup> 2018 at adidas flagship stores, select retailers, and online with a pre-release of the SolarHu on September 8<sup>th</sup>

### **Pre Release adidas Pharrell Williams SolarHU**

#### **Alife**

158 Rivington St, New York, NY 10002, USA

#### **Concepts**

37 Brattle Street · Cambridge, MA 02138

#### **Sneakernstuff Paris**

95 Rue Réaumur, 75002 Paris, France

#### **Overkill**

Köpenicker Str. 195A, 10997 Berlin

#### **Doe Shanghai**

Tongren Rd, Jingan Qu, Shanghai Shi, China, 200000

#### **Foot Patrol**

80 Berwick St, Soho, London W1F 8TU, UK

#### **BBC New York**

7 Mercer St, New York, NY 10012

#### **BBC London**

36 Marshall St, Soho, London W1F 7EY, UK

#### **BBC Tokyo**

Japan, 〒150-0001 Tokyo, Shibuya, Jingumae, 4 Chome-25-1

#### **General Release**

### **SOLARHU**

Continental outsole

Boost midsole

Hu detailing on the collar

Two extra sets of laces

**RRP 150€ / \$150**

### **HU SUPERNOVA TANK**

Scoop neck and racer back

Tribal 3S sash detailing across the front

3 stripes on the back

adidas performance logo on the left chest

**RRP 55€ / \$55**

### **HU SUPERNOVA TEE**

Tribal details on the sleeves and collar

Black adidas performance logo on the bottom hem

Colorblocked raglan sleeve detailing

Printed tribal 3S detailing

Engineered side panels for better ventilation

**RRP 60€ / \$60**

### **HU SUPER TIGHT**

Tribal 3 stripes on the side seam

Contrasting drawcord on elastic waistband

Reflective inserts

Sweat guard zip pocket to help keep items dry

Ankle zips for convenience

Climalite fabric keeps sweat away from the skin

**RRP 100€ / \$100**

### **HU SUPER SHORT**

Tribal details on the side seam and hem

adidas performance logo on the left thigh

Sweat guard zip pocket to keep your items dry

Reflective detailing

Regular fit

Drawcord on waist

**RRP 60€ / \$60**

### **HU TANK W**

Tribal details on the front seam

Racer back design

Reflective 3 stripes on the back

adidas performance logo on the bottom hem

**RRP 50€ / \$50**

**HU M10 SHORT W**

Tribal details on the back waistband  
Key pocket in the waistband  
Soft stretch fabric for a comfortable run  
All-over tribal print

**RRP 35€ / \$35**

**HU TIGHT W**

Tribal details on the back waistband, side seam, and shin  
Tribal printed 3S detailing  
Tonal drawcords

**RRP 90€ / \$90**

**HU PK TEE W**

Tribal details on the sleeve and collar  
Colorblocked raglan sleeve detailing  
adidas performance logo on the bottom hem  
Engineered chevron detailing to neck line

**RRP 90€ / \$90**

For further information please contact:

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