



Y-3 REVEALS CHAPTER 1 OF THE SPRING/SUMMER 2018 CAMPAIGN AND LAUNCHES NEW FOOTWEAR STYLES

For 15 years, Y-3 has defined and redefined the language of sport-style with fearless innovation. For Spring/Summer 2018, the landmark collaboration between Yohji Yamamoto and adidas follows a simple directive: fuse the best of Yohji with the best of adidas. This Y-3 concept—returning to the core DNA of its two makers—is reflected in the collection, three campaign chapters, and breakthrough footwear launches.

The first chapter of the Spring/Summer 2018 campaign was shot on the streets of New York City: sportswear and fashion intersect as Y-3 reaffirms sport-style as its true essence. Photographed by Alessio Bolzoni and styled by Mauricio Nardi, Chapter 1 captures a dynamic energy as models stalk the urban outdoors in the season's bold graphics. Poetry meets punk as models communicate a modern strength and grace against a gritty industrial backdrop. They delicately fall into each other to create unique contorted shapes that Bolzoni captures from surprising angles.

The stark imagery complements the simple graphic emblazoned across the collection: a stacked logo motif combining the Y-3 logo, Yohji Yamamoto signature, and the slogan “brand with the 3 stripes” in multiple languages. Stamped across coach jackets, street kimonos, hooded sweaters, sling bags, and Adilettes, this graphic becomes the collection's icon and a contemporary symbol of the Y-3 collaboration.

This season, Y-3 continues to fuel footwear with brave new innovations. Available worldwide from December 2nd, the ultra-sleek Suberou combines elements of neoprene and leather in an easy slip-on design. This is bold, summer-ready style with cushioned comfort and super-size Y-3 graphics across its tongue.

Available on December 8th, the Bashyo reinvents the mid-cut style with bold, unexpected elements like a thick rubber sole and the season's signature contrasting logo graphics. The shoe is comprised of a stretch canvas upper with rubber toe-cap and outsole, plus a Y-3 logo heel badge.

The first drop of the Spring/Summer 2018 collection will launch on December 1st at Y-3 flagship stores, Y-3.com, and select retailers worldwide.

www.Y-3.com

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Chapter 1 Campaign Credits:

Photography: Alessio Bolzoni

Art Direction: PL Studio

Styling: Mauricio Nardi

DP: Jack Shanahan

Hair: Chi Wong

Makeup: Zenia Jaeger

Casting: AM Casting

Production: Pony Projects

Models - Serge Sergeev, Tyler Reid, Tyg Davison, Tay Demery