

**adidas Originals by Danielle Cathari**  
**Danielle Cathari FAQ**

**What is the nature of the collaboration between adidas Originals and Daniëlle Cathari?**

The adidas Originals by Daniëlle Cathari collection presents a modern take on the classic Originals icons. As a designer, Cathari's definitive approach to deconstruction & reconstruction became the foundation of her collaboration with adidas Originals.

**How did the collaboration come about?**

After Daniëlle Cathari won Vfiles Runway in 2017 during NYFW, adidas Originals contacted the young designer through Instagram DM and invited her to the adidas HQ in Germany which led to the brand collaboration.

**Daniëlle Cathari was already using vintage adidas pieces and recreating them. Why did the brand decide to collaborate with her?**

As a brand, everything adidas Originals does is informed by its past and challenges itself to recreate its classic icons for a new generation. As with all of the brand's creative partners, collaboration always begins with a shared mindset and values and when Originals came across Daniëlle, who was reimagining its classic track suits in her own way her, it was obvious they had to work together. She embodies the spirit of Originals.

**How did Kendall Jenner get involved?**

adidas Originals introduced Daniëlle and Kendall during their first collaboration with Daniëlle in spring of 2017. The two share a similar creative vision and Kendall became the muse behind the collection.

**What is Kendall Jenner's role in the new collection?**

Since they first met and collaborated, Daniëlle and Kendall's relationship has grown tremendously and Kendall will be starring, once again, in the new collection's campaign.

**What distinguishes this most recent collaboration from previous Originals by Cathari collections?**

The range departs from the sportswear and tracksuit-inspired silhouettes of Daniëlle's debut range, introducing her take on more tailored pieces including blazers and trousers.

Following her past womenswear collections, the most recent offering includes a larger size range.

Deconstruction continues to be a key inspiration of the fourth drop of adidas Originals by Daniëlle Cathari, but this most recent iteration also showcases its evolution.

**What is the color palette for the new collection?**

A washed color palette including shades of Fox Red, Soft Vision, Ash Purple, Chalk White, Scarlet, Power red  
And ST orange.

**When and where will the collection be available for purchase?**

July 15, 2019 at adidas Originals store locations worldwide and on [adidas.com/daniellecathari](https://adidas.com/daniellecathari)

**About Daniëlle Cathari:**

Daniëlle Cathari is an Amsterdam based designer. Cathari's work plays upon the concept of 'complementing contrasts' explored through her designs and creative vision. Her work is founded from the attention to repurpose and deconstruct classic styles that are marking a new subversiveness for both women's- and menswear.

Daniëlle Cathari was a student at the Amsterdam Fashion Institute and showed as a part of the VFiles runway show for the first time ever during New York Fashion Week in 2017. For her honors program at school, she designed a few looks consisting of deconstructed vintage adidas tracksuits which she sourced herself from vintage stores and has built upon this concept for her core collection.