



- Daniëlle Cathari releases her fourth collection with adidas Originals -

- The collection introduces a wider variety of sizing options and features tailored elements alongside deconstructed signatures -

- The collection will be available at www.adidas.com/daniellecathari, adidas Originals stores, and select retailers on July 15th -

Herzogenaurach, Germany, 26 June – In the next chapter of adidas Originals' ongoing collaboration with Amsterdam-based designer Daniëlle Cathari, the brand introduces new sizing options with an evolved deconstructed silhouette and reworked signatures, emphasizing mature, tailored elements while maintaining the effortless style and sporty fabrics of Cathari's previous collections.

Featuring different outfits matched in an unexpected way, Cathari's Fall/Winter 2019 collection plays off a series of contrasts – hyper-feminine vs. masculine silhouettes, cozy vs. delicate fabrics, and high vs. low dressing – communicating the concept of “work from home dressing.” Working off of Fall/Winter 2019's feminine and masculine contrast, Cathari's collection offers updated pieces in her signature deconstructed approach, expanding her range of offerings with a reimagined release for both men and women.

With reworked classics like ribbed tank tops, melange grey sweatsuits, and tailored sets crafted with sporty adidas fabrics, all in a “washed” color palette, the adidas Originals Daniëlle Cathari Fall/Winter 2019 collection is a versatile take on Cathari's innovative and design-intensive repurposing of iconic Originals three-stripe pieces. Utilizing details like a paint brush effect on the three stripes and draping elements on dresses, the new collection features a sophisticated take on traditionally cozy items, offering an elegant, “grown-up” version of streetwear.

Kendall Jenner once again fronts the new season's campaign, continuing a relationship that began during Cathari's SS17 debut collection for Originals and has continued to grow in the time since. This time joined by Daniëlle herself, the cast appears languid and quietly confident against a stripped-back set of 90's-era office furniture, bringing Cathari's modern workwear concepts into context.

The Fall/Winter 2019 Daniëlle Cathari adidas Originals collection will be available at adidas.com/daniellecathari from July 15th.

@adidasOriginals @DanielleCathari
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About adidas Originals:

Inspired by the rich sporting heritage of adidas – one of the world's leading sports brands and a global designer and developer of athletic footwear and apparel – adidas Originals is a lifestyle brand founded in 2001. With the adidas archive at its foundation, adidas Originals continues to evolve the brand's legacy through its commitment to product innovation and its ability to filter the creativity and courage found on courts and sporting arenas through the lens of contemporary youth culture. Marked by the iconic Trefoil logo that was first used in 1972 and championed by those

that continue to shape and define creative culture, adidas Originals continues to lead the way as the pioneering sportswear brand for the street.

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.