**Adicolor Apparel**

ED5957, EJ9691, EH9686, EJ9696, ED8677, ED6082, ED6029, ED8672, EJ9685, EJ9697, ED9385, ED7466, ED7544, DV0174, ED7548, ED7577, ED8681, FK0481, FK0479, ED8679, ED9397, ED7479, EJ9349

**Global Product Release: July 11th 2019**

One of adidas Originals’ most iconic and longest-running apparel collections returns for FW19 again — the adicolor collection, offering a comprehensive range for men and women, all in the series’ distinctive color palette.

Long-established as an iconic hijacked heritage collection from adidas Originals, the adicolor collection renders essential sportswear pieces in distinctive blocked color combinations. This season, adicolor takes inspiration from natural spectrums of light and color most commonly observed in rainbows. As a result, adicolor FW19 offers an essential adidas wardrobe of the six classic sport colors that pay homage to the kaleidoscopic colors of the rainbow; Red, Orange, Yellow, Green, Blue, and Violet.

In men’s, the adicolor collection offers essential adidas pieces such as shorts, jerseys, t-shirts, outerwear and accessories, most notably the SST WB and 3-Stripe HZ jackets, while a new premium iteration of the brand’s iconic Firebird Tracksuit offers the two-piece tracksuit in 7 unique colors for men.

For the women’s offer, this same approach is followed, applying the adicolor palette to pieces such as swimsuits, sweatshirts, trackpants and accessories including socks, baseball caps and waistbags. Branding hits in the form of large Trefoil logo graphics and contrasting 3-Stripe mark finish each piece, while a women’s classic Firebird Tracksuit completes the picture.

The adicolor F/W19 collection releases worldwide on July 11 2019.

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