

Information



R.Y.V. Apparel Collection

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Inspired by the spirit of expression and authenticity adidas Originals presents R.Y.V., a new apparel range for 2019.

Rooted in the legacy of adidas sportswear and its impact on contemporary trends, the R.Y.V. apparel collection offers a range of staple adidas Originals pieces, reimagined with modern cuts and graphic elements. Designed for men and women, each piece takes an imprint of the classic 3-Stripes mark aesthetic and translates it into a new, revitalized context.

For men, a range of wardrobe essentials including track tops, track pants, sweats, jerseys and outerwear are offered. Archival elements such as the EQT footwear series' distinctive green color are worked into the designs while using classic materials such as cotton fleece and crisp nylon. Highlights include classic tracksuits in muted, earth tone colorways.

For women, the R.Y.V. collection takes a more unexpected turn, taking a lateral approach to classic women's sportswear design which culminates in a number of key pieces. Trefoil logo branded tape applied in unexpected ways adds texture to core pieces such as track bottoms and sweats and lace-closure hooded sweats add a feminine touch to the foundational women's wardrobe.

Viewed as a whole, the R.Y.V. collection is a powerful expression of the comfort of heritage, taking the legacy of adidas Originals' impact in street and sport culture and translating it into a contemporary form.

#adidasRYV
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