



adidas Originals Collaborates with AriZona Iced Tea

- adidas Originals and AriZona Iced Tea release their second collaborative pack featuring classic styles, the Continental Vulc sneaker and adilette slide -**
- Paying homage to four classic AriZona drink flavors, the footwear features AriZona's distinctive branding and premium materials -**
- The collaborative pack is available globally on September 1st -**

Herzogenaurach, August 2019 - adidas Originals and AriZona Iced Tea reunite for another dose of summer vibes, with a slew of men's and women's collaborative editions, this time turning their attention to the Continental Vulc silhouette and adilette slide.

Comprising 10 shoes in total, the collaboration takes inspiration from AriZona and their four most popular flavors: Green Tea with Ginseng and Honey, Lemon, Mucho Mango, and Watermelon. Each shoe is adorned with AriZona's distinctive branding and constructed from premium materials.

Four iterations of the Continental Vulc model, priced respectively at \$90 /90€, each pay homage to a different drink flavor. AriZona's Green Tea with Ginseng and Honey can is applied to a black and turquoise version, constructed from nubuck with embroidered canvas panels. A white, full-grain leather edition references AriZona's Lemon flavor, featuring contrast turquoise elements and finished with all-over embroidered graphics.

AriZona's Mucho Mango and Watermelon flavors are referenced in yellow and red colorways, respectively. Each features a nubuck and canvas construction, with all-over embroidered graphics referencing the flavor's original can design.

Next, two women's-exclusive models, priced at \$90 /90€ and inspired by Lemon and Green Tea with Ginseng and Honey flavors, lean into AriZona's iconic color palette. The Lemon iteration contrasts black nubuck with canvas and is printed with a vibrant geometric pattern taken from the can design. A pink and turquoise version references the Green Tea with Ginseng and Honey can – featuring an all-over print of the flavor's cherry blossom pattern – accented by bright pink nubuck panels.

Each of the adidas Originals by AriZona Continental Vulc models feature collaborative branding details on the tongue and heel tab, as well as four sets of laces and metallic lace tips, and each are finished with a classic vulcanized rubber cupsole with heel details as well as special edition packaging.



To accompany the shoes, four collaborative colorways of adidas' iconic adilette slides have also been created, priced respectively at \$35 /35€, each paying homage to those four flavors. Each slide features graphic details inspired by AriZona's branding, rounded off with a woven collaborative label on the sockliner.

The adidas Originals by AriZona Continental Vulc sneaker and adilette slide release worldwide on September 1st

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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 AriZona

AriZona Beverages, founded in Brooklyn, N.Y. in 1992, is proud to be a family owned and operated American company. AriZona's mission is to offer top quality beverages in uniquely designed packages that are accessible and affordable. AriZona Beverages — makers of the number one ready-to-drink Iced Tea in America - holds a unique position in the global beverage industry with its iconic \$0.99 big can and "keeping it real" no frills approach to the consumer market. AriZona never pays for glitzy advertising campaigns to gain consumer loyalty and is constantly ahead of the curve, carving out trends without the use of focus groups and market research. With a loyal following across various demographics, AriZona pulls its own inspiration from its fierce social media following and devoted fan base. To learn more about the AriZona please visit drinkarizona.com; Facebook: AriZonalcedTea; Twitter/Instagram/Pinterest: @DrinkAriZona