**RID – 20th September**

**adidas Originals by BED j.w. FORD, FW19**

* **This season, adidas presents its first collaboration with the Japanese fashion brand, BED j.w. FORD**

**- Designer Shinpei Yamagishi brings his instinctively progressive sensibilities to a trio of adidas footwear silhouettes, as well as a capsule collection of apparel pieces**

Founded in 2010 by Shinpei Yamagishi, BED j.w. FORD has evolved into one of the leading lights of Japan’s energetic crop of young fashion brands. Designer Shinpei Yamagishi is completely self-taught, channelling his admiration both for renowned designers from his home country – Y-3’s Yohji Yamamoto amongst them – and from further afield. You can see traces of the European avant-garde in the brand’s DNA, though the striking silhouettes and bold color palettes remain utterly distinct. For this new collaboration with adidas, Shinpei Yamagishi and his team have crafted a cut and paste-style capsule collection of panelled apparel pieces, accompanied by three eye-catching new sneaker styles.

The apparel offering blurs the boundaries of athletic and sartorial styling, reimagining windbreakers, track pants and football jerseys for an aesthetic that sits somewhere between the stadium, the street and the runway – much like BED j.w. FORD’s seasonal collections. As Shinpei Yamagishi says, “I think one of the most important factors of collaborations is for each brand to be able to still express their individual concept. We tried to maintain our brand’s style and express adidas’ characteristics at the same level, very carefully.”

The windbreaker and bench-style, thigh-length jacket are crafted from a blend of woven and knitted materials in a regal palette of navy and burgundy, with reflective branding on the chest and back. Golden three-stripes are employed down the inside of the arms and body, a subtly-placed, yet eye-catchingly-colored motif which can be found across all of the apparel pieces. This includes the game shirt and game jersey, which utilise a panelled construction to bold, color-blocking effect. The game shirt is inspired by football referee attire, with the added twist of a half-zip/snap-button front closure, while the game jersey is a wearable long-sleeved technical sports piece, elevated by vibrant colors and branding. Rounding out the apparel is a pair of effortlessly billowing track pants, rendered in a luxuriously velour-like knitted fabric.

For the three footwear styles, BED j.w. FORD worked with a jet black, monochrome palette, allowing the distinctive constructions and silhouettes of each to take centre-stage. First up is a new take on the adidas Kamanda, a football-inspired modern terrace classic that is here presented in a mid-top, sock-style mix of premium nubuck leather and PK fabric. The next pair moves the reference points from the field to the court, with a multi-panelled iteration of the Crazy BYW basketball shoe. The final footwear style is a distinctly forward-facing take on a perhaps lesser-known model from the adidas archives: the adidas Korsika. The deck-style moccasin is here updated with the playful insertion of the sock liner that appears across all three pairs, while retaining the traditional premium feel of the originals across the remainder of the uppers. Prominent adidas branding and reflective detailing bring the shoe in line with the rest of the BED j.w. FORD capsule collection – a subtle but assertive coming together of the brand’s progressive fashion design language and respect for adidas’ iconic sportswear heritage.

adidas Originals by BED j.w. FORD will be available for purchase on 20th September

**- END -**