

## Streetball

## **EE4960**

Global Product Release: September 26th 2019

adidas Originals digs into its expansive basketball archive for 2019, taking references from an early '90s silhouette named after the aggressive style of play for which it was originally designed – the Streetball model.

First released in the early '90s, the Streetball silhouette was born during the golden age of street basketball, a time when basketball shoes were high-top, tech-heavy and overbuilt. This modern reinterpretation of the Streetball model strips that ethos down, remaking it in a modern style that pays homage to the original with a more angular, contemporary design.

With that in mind, the shoe features a classic material makeup, featuring an upper constructed from premium leather with textile underlays, as well as a chunky heel stabilizer unit and streamlined lacing system. This is then placed on a Lightstrike midsole with a durable rubber outsole, accented with contrast details in the lateral midfoot and medial forefoot.

Finishing touches include throwback branding details on the tongue and reflective welded 3-Stripe mark, culminating in a nostalgic silhouette that pays homage to enduring '90s basketball design whilst pushing its origins into bold new territory.

The Streetball silhouette releases worldwide on September 26<sup>th</sup> , available from adidas.com/streetball

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