**adidas Consortium x Norse Projects: Torsion TRDC**

* **adidas’ 2019 celebration of Torsion System technology continues with this latest reimagining of the lesser-seen late ‘90s Treadiac shoe**

**- The Torsion TRDC was first released earlier this season and stays true to the functionality and fabrications of the Treadiac, which was originally created for winter running conditions**

**- Here, the Danish brand Norse Projects recasts the shoe in a sophisticated, stripped-back palette that allows its rugged engineering to come to the fore**

Since it first came into being, adidas Consortium has been committed to bringing together partners, retailers and collectives who exemplify a unique, fearless approach to collaboration. Each new partnership offers up a creative new take on the iconic styles that adidas has developed over the decades. In doing so they shine an entirely new light on the sportswear brand’s high-performance technologies and commitment to craftsmanship.

This year, adidas Consortium is focusing – both collaboratively and in-house – on a range of releases that celebrate the 30th anniversary of Torsion System technology. First appearing in the iconic ZX running range, it has since become an enduring, revered part of the adidas mythos, bringing high degrees of stability to countless footwear styles over the years. By using a TPU arch to bridge the heel and forefoot, Torsion allows the front and rear of the foot to operate and adapt to surfaces independently.

One of the adidas Consortium partners to join in these celebrations is the Danish fashion brand Norse Projects, who also operate an equally pioneering apparel and sneaker store under the name of Norse Store. Founded in 2004 by Anton Juul, Mikkel Grønnebæk and Tobia Sloth, it has since been recognised numerous times and by numerous publications as one of the most revered and distinctive Scandinavian brands of all time. Norse Projects are old friends of adidas, and in 2017 brought their refined approach to the outdoors-oriented adidas Terrex range, with a highly sought-after version of the Agravic trail running shoe.

For their latest team-up, Norse Projects once again turn their attentions to one of the more rugged runners from the adidas stable, in the form of the Torsion TRDC: an updated take on the Treadiac model which first appeared towards the turn of the millennium. The original Treadiac was tooled up to offer optimum performance for winter workouts and the new TRDC is a painstakingly faithful update of the silhouette, materials and technologies that made the original such a lost gem of the adidas back catalogue. The EVA midsole features an ADIPRENE heel component and sits, of course, above the Torsion System. The uppers are constructed from a blend of mesh and synthetic materials with an overall result that feels firmly rooted in the future-facing design approach of the late 90s. For their take on the Torsion TRDC, Norse Projects let these defining functional features take center-stage, with a stripped back color palette that speaks to engineering excellence and a Scandinavian sensibility in equal measure.

adidas Consortium x Norse Projects Torsion TRDC will be available for purchase on October 26th

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**For further information contact:**