**RID – Friday, November 29th**

**adidas Run City Pack FW19: NEIGHBORHOOD**

**This November and December, four unique running capsule collections created with four diverse global partners will drop at select retailers around the world.**

**Following the first two releases from Denmark’s Wood Wood and London’s Universal Works, the third release sees adidas turn to long-term partners NEIGHBORHOOD, who have offered a typically distinctive take on the sport of running.**

**The drop features a varied selection of parkour-inspired running apparel, accessories and footwear, all rendered in the blacked-out, graphics-heavy styling that has become a mainstay of collaborations between the two brands.**

Running offers unparalleled opportunities for self-expression and fulfilment – every runner shapes the sport into something truly unique. Whether running towards the dream of a podium finish or running to escape the stresses of the workday you’ve just left behind; from stylishly pounding the pavements of your urban neighbourhood or successfully navigating tracks and trails further afield: every runner has their own motivations for pulling on their kit and tying their laces.

It is in exploring these uniquely varied and often surprisingly creative perspectives on the sport that the FW19 Run City Pack was born. For each partner – Wood Wood, Universal Works, NEIGHBORHOOD and Monocle - adidas provided the opportunity to combine the creativity that powers their brands with adidas’ unparalleled expertise and innovation.

The third release in the pack comes from Japanese streetwear auteur Shinsuke Takizawa and his iconic brand, NEIGHBORHOOD. The partnership between adidas and NEIGHBORHOOD stretches back many years, with each new team-up taking the instantly-recognizable motifs of the Japanese brand and fusing them to adidas’ sportswear silhouettes and innovations.

The items that make up the NEIGHBORHOOD Run City collection are no different. NEIGHBORHOOD’s graphic treatments and bold use of reflective materials against an original NEIGHBORHOOD night camo pattern are all about you and your running squad standing out in the stealthiest manner imaginable. “I was inspired by the thought of running through Tokyo… you are running, but at the same time you are blending into the city smoothly and effortlessly.” It is a collection designed for running and overcoming whatever obstacles the city throws your way, with parkour being a major influence on the collection.

On foot, Takizawa applies bold logo graphics to the UltraBOOST 19 running shoe, while its more rugged ‘All Terrain’ counterpart features the triangular geometric print that has featured across numerous adidas x NEIGHBORHOOD collections. That combination of pattern and print is used to striking effect across a comprehensive range of apparel and accessories. From the gloves to the compression tee and tights, to the shorts and short-sleeved shirt: each piece can be swapped in and out depending on the needs of the runner and the run. Whatever the combination of apparel and footwear, the resulting outfit is unmistakeably NEIGHBORHOOD.

The adidas x NEIGHBORHOOD Run City Pack will be available for purchase on Friday, November 29th.

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**For further information contact:**