**adidas and 032c Explore Futuristic Realism for their Latest Collaborative Collection**

**Herzogenaurach, December 12, 2019 |** Inspired by the contemporary fashion industry's current state of flux, the German sportswear brand adidas and the Berlin-based magazine and fashion brand 032c have come together once again to launch a collaborative collection exploring futuristic realism. Drawing on both our increasingly fluid digital culture and our tactile experience of the evolving world today, the collaboration responds to the volatile landscape we inhabit online, in our psyches, and in our physical environment.

Speaking to the natural relationship between the two brands, 032c Apparel creative director Maria Koch explains: “We have always been inspired by adidas. We grew up on and in adidas, in fact, so on a personal level that legacy is embedded in our approach to sportswear, to youth culture, and to how sportswear can act as a counter-cultural catalyst.”

Encompassing accessories and footwear, the collection has a strong focus on adaptability and multi-functional durability. Standing out as a new vision for versatile footwear, the adidas by 032c “Salvation” sneaker updates the form and function of an archival 1990s runner with performance technology enhancements and an agile, post-digital aesthetic. The adidas by 032c backpack, duffel, and multi-strap all-black accessories feature reinforced straps and metal loop hardware for heightened usability in any context, no matter how unpredictable – “from work day to nightlife, ideation to action, among other adaptations.”

Featuring actress Lera Abova and artist Yngve Holen and shot by Timothy Schaumburg on the Baltic Sea coastline north of Berlin, the collection campaign distills the essence of unembellished realism. Capturing a stark grey atmosphere, the imagery offers an outward looking-perspective from 032c and adidas’ native Germany.

Emphasizing the futurism and functionality at the heart of the project, the collection was previewed at an immersive installation during Innersect 2019 in Shanghai. Guests were prompted to explore how technology can enhance our relationship with clothing through a virtual recreation of the 032c Workshop featuring an augmented reality “magic” mirror.

Proposing a new future for fashion that celebrates the distinct realism of quality, form, and function, this second round of products from the adidas by 032c ongoing collaboration – which began with the adidas by 032c GSG9 earlier this year – is available globally from December 13, 2019.

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