



**FOR IMMEDIATE RELEASE:**

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## ***adidas Skateboarding Unveils the Sabalo Slip***

*The New Silhouette Receives Nora Vasconcellos' Touch*



**(Portland, OR)**— adidas Skateboarding proudly reveals the Sabalo Slip with a limited edition signature colorway that takes inspirational tones from the personal color palette of the brand's first female team rider, Nora Vasconcellos. Using the new SS19 silhouette as a canvas, the *Sabalo Slip x Nora* is a continuation of her achievements in skateboarding that illustrate her colorful personality.



Nora customizes the slip-on Sabalo with purposeful design elements that combine her two greatest passions—skateboarding and art. As a nod to Vasconcellos’ adoration for the color purple, the pig nubuck upper is embellished with a lavender trefoil logo and ‘NORA’ embroidering. Nora’s own floral-inspired artwork is also printed throughout the shoe’s inner lining. Taking cues from the fisheye lens, prominent in skate cinematography, the overlapping pink and white side panel curves against the shoe’s straight platform, re-defining the look of vulcanized footwear. The new and improved adiprene™ sockliner reduces the impact endured when skating, while the honeycombed Geoflex outsole provides a surefire grip.



*“It’s a comfortable shoe that doesn’t choke your foot, but still maintains its structure when skating,”* explains Nora Vansconcellos when referencing the Sabalo Slip. *“The way it hugs my foot makes it feel as though my feet are being gently carried down from heaven.”*

The *Sabalo Slip x Nora* will be available on the [adidas Skateboarding website](#) as well as select adidas Skateboarding retailers for \$70 USD.

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### **About adidas Skateboarding**

Founded in 1998, adidas Skateboarding creates footwear and apparel for skateboarders distributed through a global network of skateboarding retailers. adidas Skateboarding supports a group of iconic, elite, and trend setting professional and amateur skateboarders from all over the world including Mark Gonzales, Dennis Busenitz and Na-kel Smith. adidas Skateboarding is a segment of adidas Originals, a division of the adidas Group.

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