**adidas Originals and Pharrell Williams Launch the Pharrell Williams 4D**

**Herzogenaurach, December 17, 2019 –** Pharrell Williams takes on adidas’ most advanced technology, bringing eclectic design inspirations together with standout colorways to create the brand new Pharrell Williams 4D silhouette.

Comprised of a Primeknit upper atop an ADIDAS 4D midsole, the forward thinking silhouette is the first iteration of the Pharrell Williams Hu line to utilise the revolutionary technology. Leveraging adidas’ extensive archive of computational athletic data, ADIDAS 4D is a high-performance midsole crafted with light and oxygen using Digital Light Synthesis™ technology. Made to support multi-directional movement during cross-training, the Pharrell Williams 4D silhouette features a flexible, yet supportive, Primeknit upper. Meanwhile, the ADIDAS 4D technology offers a snappy ride with more comfort, cushioning, and stability.

Available in Active Purple and Tech Olive colourways, with contrasting three stripes details, the Pharrell Williams 4D also features standout footbed graphics as well as instantly recognisable Hu branding.

*Priced at $400, the limited Pharrell Williams 4D launches on December 20th at selected retailers globally, and on January 11th on adidas.com in NAM.*

www.adidas.com/pharrell

@adidasOriginals

**About adidas Originals:**

Inspired by the rich sporting heritage of adidas – one of the world’s leading sports brands and a global designer and developer of athletic footwear and apparel – adidas Originals is a lifestyle brand founded in 2001. With the adidas archive at its foundation, adidas Originals continues to evolve the brand’s legacy through its commitment to product innovation and its ability to filter the creativity and courage found on courts and sporting arenas through the lens of contemporary youth culture. Marked by the iconic Trefoil logo that was first used in 1972 and championed by those that continue to shape and define creative culture, adidas Originals continues to lead the way as the pioneering sportswear brand for the street.