**adidas Originals x White Mountaineering SS20**

**For SS20, adidas teams up with one of its most enduring partners, White Mountaineering. It is a partnership defined by a progressive, sportswear-inspired design with a functional, fashion-oriented edge.**

**Debuting during Paris Fashion week in June 2019, the outdoors-influenced Japanese fashion brand presented a natural follow-up to their FW19 take on the adidas Nite Jogger in the form of a new adidas LXCON**

**In presenting two distinctive colorways and a host of subtle design flourishes, the result is a shoe both runway-ready and all-set for the streets.**

Founded in Tokyo in 2006, White Mountaineering is the brand of Japanese designer Yosuke Aizawa. Taking the great outdoors as inspiration, Aizawa and his team use functional, high-performance textiles and design details as a springboard for fashion-forward collections that blur the boundaries between urban and outdoors wear. The brand’s long-running partnership with adidas has led to some of the most striking and instantly-recognisable footwear and apparel releases of the past decade: from the stripped-back hues of their very first team-up on a pair of classic Stan Smith tennis shoes, to a hyper-technical take on the adidas Terrex range of trail running and hiking shoes that were released earlier this year.

White Mountaineering versions of the adidas LXCON proved one of the most eye-catching elements of the brand’s latest Paris Fashion Week runway show. Based on the 1994 iteration of the adidas Lexicon running shoe, the LXCON offers an entirely new interpretation of the qualities that made the original version so highly coveted. With a unique lacing system and knitted upper, the LXCON is definitively contemporary, yet could only ever have been built from the adidas archives. This is perhaps most apparent in the way that the shoe utilises adiPRENE for premium comfort and shock impact: an adidas technology that has been worn like a badge of honour since the nineties and continues to enhance experiences today.

For White Mountaineering’s SS20 collection, the shoe is presented in two colorways: one that features the instantly recognisable WM blend of blacks, blues and whites; one that utilises an outdoorsy palette of khaki greens, orange and brown. Each of these colors is paired with a host of subtle design evolutions, such as the bold branding and extended fabric panels that make up the iconic three stripes. The results embody a commitment to creating something indisputably new out of existing excellence – just as the first LXCON did with the OG Lexicon.

adidas x White Mountaineering LXCON will be available for purchase on January 25.

In April, an exclusive triple black colorway will be available exclusively in APAC region at adidas stores and adidas.com, and in Japan at White Mountaineering stores.

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