**adidas Originals and OAMC Reimagine The Type O-1 and Type O-2 Sneakers in Their First Drop of SS20**

**Herzogenerauch, January 20, 2020 –** Building off their first collaborative collection released earlier in 2019, adidas Originals and OAMC have come together once again. For the first drop of Spring/Summer 2020, the iconic German sportswear brand and the creatively expressive menswear label have re-imagined the Type O-1 and Type O-2 sneakers in a flock of evocative new colourways, both built on the Supercourt RX. With subtle makeups in Mid Grey, Natural White, and an OAMC.com exclusive Camel, the Type O-1 returns emphatically. Meanwhile, the Type O-2 is updated in Mid Grey and Natural White, bringing contemporary palettes to the distinctive silhouette.

Standing out with aesthetic depth and contemporary character, the Type O-1 sneaker features rubber overlays giving the shoe an artisanal-yet-functional feel. The sneaker’s intuitive lacing system draws on mountaineering inspiration, perfectly complimenting its unique forefoot strap. Highlighted by a modern and clinical material combination alongside striking new colourways, the Type O-1 sneaker features a leather upper combined with textured rubber, zig-zag stitching, high-density grosgrain pull tabs, and 3-dimensional compression mesh.

Bringing a disruptive visual language to the table, the Type O-2 sneaker combines the iconic Stan Smith upper from 1972 with Supercourt RX tooling and a bold new colour palette. Emphasising functionality and precision, the unique silhouette blends archival cues with contemporary design aesthetics. With leather completing the material make-up, the silhouette plays deftly with notions of new proportion and luxury.

Representing a bold continuation of the adidas Originals by OAMC collaboration, all five new colourways will launch globally on January 23rd.

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**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.

**About OAMC:**

OAMC represents a harmonious balance between modern aesthetics and innovative techniques. Taking influence from contemporary culture, traditional menswear, functional and rational design, nature, technical innovation, material development, and extensive traditional craft, creative director Luke Meier creates modern menswear for the culture and context of now. Respect for the past is important; notions of re-creating the past are not. OAMC is about the present; what is aesthetically pleasing now; what is culturally relevant now; what is technically possible and valid now. OAMC offers total looks including outerwear, knitwear, shirts and bottoms, shoes, leather goods, eyewear, and accessories. OAMC goods are produced in France, Italy, Portugal, and Japan and are offered in limited quantities. The majority of the materials, trims, hardware, and other components are custom developed and produced for OAMC, and the products which are made represent the highest in quality standards. OAMC is designed and developed at our Milan atelier.