**Pharrell Williams Reimagines the adidas adilette with the PW BOOST SLIDE Style**

* **The PW BOOST SLIDE style is a new take on the iconic summertime essential -**
* **The stripped back silhouette celebrates unmatched comfort -**
* **The slip-on style features a BOOST midsole -**

**Herzogenaurach, July 28th, 2020 –** Pharrell Williams brings his creative vision to adidas’ adilette slide, introducing stylistic and technical updates to the iconic summertime essential. Seeking to advance a design language built around comfort as the ultimate luxury, the PW BOOST SLIDE silhouette strips back the layers to champion simplicity at its finest.

Designed with the adilette’s original visual codes as a blueprint, the PW BOOST SLIDE style takes comfort to the next level. Advancing a forward thinking vision of summertime footwear, the slip-on silhouette features a padded synthetic upper matched with an adjustable strap to ensure a perfect fit. Bringing unparalleled comfort to the midsole, the style incorporates adidas’ BOOST technology. Finally, rounding off the look is a molded Hu Anatomical sockliner.

Available in 3 striking colourways — core black, bright orange, and semi solar pink — the PW BOOST SLIDE style launches globally on August 1st through adidas.com/pharrell and selected retailers.

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