



**IVY PARK**

**ADIDAS X IVY PARK ANNOUNCES IVY HEART, A CAPSULE COLLECTION INSPIRED BY LOVE  
JUST IN TIME FOR VALENTINE'S DAY**

*THE CAPSULE COLLECTION GETS TO THE HEART OF THE MATTER IN REDS, PINKS AND NEUTRALS,  
WITH BOLD LOOKS IN INCLUSIVE SIZES AND FOOTWEAR FOR EVERYONE*

**Herzogenaurach, Germany - January 28, 2022** - adidas and IVY PARK CEO Beyoncé announce IVY HEART, a new capsule collection inspired by love, just in time for Valentine's Day, from the ongoing adidas x IVY PARK creative partnership.

As with previous adidas x IVY PARK offerings, this latest collection features distinct looks with inclusive and in gender-neutral sizing in fashion styles, performance gear, footwear, and accessories. The line is available online at [adidas.com](https://adidas.com) on February 9<sup>th</sup> and February 10<sup>th</sup> in selection stores globally.

The Campaign

This cinematic campaign focuses on the guiding thematic color behind the collection. In the Western world, red is commonly associated with love, romance and sensuality. While in the East, red is attributed to good fortune and joy. Wherever you are, it's clear that this color represents positivity. The concept is centered around bringing people together from all different backgrounds through this one color that's sentimental to so many. This theme is illustrated through enhanced lighting, bold yet minimal production design, elevated styling and most importantly the international cast. Cultural cues from specific iconography and symbols are explored in visual motifs with sensitivity and intention. IVY PARK pays homage to various cultures inspired by this color, incorporating red through a futuristic yet authentic lens.

The campaign is led by a diverse cast of models, including actress and model Karrueche Tran, model and actor Tyson Beckford, singer/songwriter, actor Troye Sivan, model and actress Shu Pei and actress/comedian Naomi Watanabe.

The Collection

No matter how you define it, love - most importantly love of one's self - is at the core of IVY PARK's newest drop. Bold and sexy looks are an integral part of IVY HEART, which is aptly decked out in a spectrum of vibrant reds, playful pinks, and nuanced neutrals. In colors that include Candy Paint (Shock Pink), Lipstick Smudge (Red), Raspberry Beret (Power Red), Red, Red Whine (Cherry Wood)



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and Cheeks (Off-White), the line is punctuated by tactile materials like velour, ribbed knit, and faux latex. IVY PARK's latest collaboration with adidas is further complemented by performance fabrics and graphic prints, allowing ample designs to mix-and-match from work out to night out.

The capsule collection's design touchpoints are rooted in Beyoncé's love of athleticism and fashion, merged with adidas' performance and innovation. The references culminate in a collection of silhouettes that are sporty, stylish, and above all, unique. Conceived around three pillars of foundation, active, and fashion, IVY PARK's latest collection is highlighted by the Velour Dress and Tracksuit, Faux Latex Puffer, Pique jumpsuit and Sequin Duster. Accessories include a 5-Panel Hat, a clutch and a Heart-Lip Belt Bag.

Footwear consists of both on-the-court and off-duty models. The range is highlighted by a new iteration of the classic Stan Smith sneaker in Cheeks (Off-White), with a rubber dipped midsole. Additionally, the collection introduces a new silhouette, the IVP Superstar Plim, a mule style shoe inspired by the iconic adidas Superstar in Cheeks (Off-White). The line also features a new colorway of the IVP Savage sneaker in Cheeks (Off-White), a IVP swim slide in Lipstick Smudge (Red) and the Ultra boost in Candy Paint (Shock Pink).

Available starting February 9 online and February 10 in select stores globally

#### Notes to Editors

IVY PARK x adidas IVY HEART Drop 5.5 collection consists of:

- The IVP Ultra Boost priced at \$200 USD
- The IVP Savage price at \$180 USD
- The IVP Stan Smith priced at \$110 USD
- The IVP Superstar Plim priced at \$150 USD
- The IVP Swim Slide priced at \$50 USD
- The IVP Sequin Duster priced at \$300 USD
- The IVP Latex Parka priced at \$250 USD
- The IVP Heart-Lip Belt Bag priced at \$90 USD
- The IVP Latex Baseball Cap priced at \$40 USD
- 30 apparel styles, 10 accessories, 5 footwear styles
- Unisex Regular and Oversized fits
- Men's Regular and Tight fits
- Women's Tight, Regular, and Oversized fits
- Sizes from XXXS-XXXXL
- Prices from \$30 to \$300 USD
- Fabrics including velour, ribbed knit, spandex, jacquard, and jersey



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#### About Parkwood Entertainment

Parkwood Entertainment is a film and production company, record label and management firm founded by entertainer and entrepreneur, Beyoncé in 2010. With offices in Los Angeles and New York City, the company houses departments in music, film, video, live performances and concert production, management, business development, marketing, digital, creative, philanthropy, and publicity. Under its original name, Parkwood Pictures, the company released the film *Cadillac Records* (2008), in which Beyoncé starred and co-produced. The company has also released the films *Obsessed* (2009), with Beyoncé as star and executive producer, the winner of the Peabody Award for Entertainment, *Lemonade* (2017), the Emmy®-nominated *Homecoming: A Film By Beyoncé* (2019), which documents Beyoncé's history-making performance at the Coachella Valley Music & Arts Festival in 2018, and the Emmy®-winning *Black Is King* (2020). Parkwood Entertainment produced The Mrs. Carter Show World Tour (2013-2014), The Formation World Tour (2016), and the aforementioned "Homecoming" performances at Coachella (2018) and co-produced the ON THE RUN Tour (2014) and ON THE RUN II (2018).

#### 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.

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