**adidas Originals Launches “Always Original” Initiative Alongside a Collective of Dynamic Changemakers**

Women and non-binary folks around the world have been pushing forward diverse takes on “Originality” forever. It’s nothing new. They’ve always known about their vastpower and potential. Backed by this inherent understanding, this season adidas Originals launches its “Always Original” initiative – an ongoing celebration of the ever-unfolding, omnipresent, and unique expressions of originality as told by marginalized voices.

Shining a light on, and acknowledging, the incredible accomplishments of talented women and non-binary folks from all walks of life, the brand with the Three Stripes announces a new collective of dynamic change makers – including Lena Whaite, Ellie Goldstein, Nyome Nicholas-Williams, Ericka Hart and more – who will help bring the initiative to life.

Assembled to pay homage to the multifaceted identities that have always been present, as well as the unrecognized trailblazers who have paved the way for a new generation of women and non-binary folks, the collective is made up of the following members:

* Lena Waithe – actor and writer
* Ellie Goldstein – model
* Nyome Nicholas-Williams – model and activist
* Amani Al-Khatatbeh – founder of MuslimGirl.com
* Ericka Hart – activist and sexuality educator
* Taqwa Bint Ali – entrepreneur
* Jari Jones – model, activist and dancer
* Naomi Otsu – graphic designer and illustrator
* Isra Hersi – environmental activist

A true celebration of womanhood, the introduction of the “Always Original” initiative is accompanied by a campaign film and photography stills, created in collaboration with the collective. The minute long film features each member of the collective in their homes and demonstrates that their version of “Originality” is not new: it’s who they’ve always been.

Following the launch of the inaugural “Always Original” product offering, each member of the collective is set to be introduced through a separate capsule collection of apparel, accessories, and footwear pieces. Designed in collaboration with Naomi Otsu, individual stories are brought to life through signature, personalised, graphic logos – demonstrating that there’s only ever “one of me”. Carefully crafted to be more inclusive and accessible for women and non-binary folks, the products available empower individual expression, in all its forms.

Throughout the coming months the “Always Original” Collective will participate in a number of activations that honor and champion womanhood – in whatever way it shows up.

Welcome to Always Original.

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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.