**ALASDHAIR WILLIS TO SHAPE FUTURE OF ADIDAS AS CHIEF CREATIVE OFFICER**

**Herzogenaurach, 3 March, 2022 –** Today, adidas announces the appointment of Alasdhair Willis to Chief Creative Officer. The Chief Creative Officer is the lead within the adidas design community and is responsible for shaping, defining, and shepherding the creative direction for the global brand and its three major labels – Performance, Originals, and Sportswear – to deliver a unified adidas brand experience. Willis will begin his contract beginning of April, reporting to Executive Board Member of Global Brands, Brian Grevy.

Willis is a creative visionary with a long-standing connection to adidas that dates back to 2005, most notably through his role in the concept and development of adidas by Stella McCartney in partnership with Stella McCartney. He has remained integral to the growth and development of the partnership since its launch.

Beyond adidas by Stella McCartney, Willis has built a strong understanding of the company’s consumers, brand, labels, and categories through his work on a number of breakthrough projects, including a lead role in developing some of adidas’ most iconic material innovations.

Outside of his work with adidas he is revered for his tenure as Creative Director of British fashion heritage brand, Hunter, transforming what was a small single product business into a multi-category global fashion brand, and as co-founder of the trailblazing Wallpaper\* Magazine. It is through this diverse experience that Willis brings not just creative expertise, but the ability to deliver across commercial, strategic, and leadership functions.

As Chief Creative Officer at adidas, Willis will provide global creative leadership, develop and nurture the brand’s creative culture, and empower teams across all design functions.

*“Stepping into a permanent role at adidas and evolving our partnership is a great privilege and feels like an incredibly exciting and natural next step,”* said Willis. *“The power and influence of the brand on sport, sports culture, and beyond is immeasurable. I welcome the opportunity to help establish a new era of design and brand leadership at adidas and, together with the team, take adidas to even higher levels.”*

*“Alasdhair is a true icon of the industry and together we have produced some of adidas’ most innovative work, so to now have him lead our design community and set the future of our brand expression is a wonderful thing,”* said Executive Board Member of Global Brands, Brian Grevy. *“We are looking forward to seeing the influence of his unique creative vision, experience and expertise from developing and establishing some of the world’s most recognised brands.”*

**- END -**