**adidas Originals Enters Ozworld for Spring/Summer 2022**

**Herzogenaurach, March 18, 2022 -** Bridging the gap between the past and the future, in Spring/Summer 2022, out of this world comfort meets daring self-expression as adidas Originals encourages you to be the free you with its latest Ozworld collection.

Today, the truest form of identity expression is found when each and every person is free to be who they want to be. When adidas first introduced the Ozweego back in the 1990s, it was a time of unbound discovery. More than 30 years later and the world has once again entered into a new era of fearless creative exploration. A line-up with a shoe for everyone, whether it's the brand new Oznova, the Ozelia, or the Ozweego, each silhouette is a platform for style experimentation and a rallying call for the pursuit of self-expression.

Defined by exaggerated comfort; brought to life through bold lines, the newest addition to the Ozworld lineup – the Oznova sneaker – boasts a translucent overlaid upper sat atop an outsole with glow in the dark paneling and matched with adiPlus cushioning. Meanwhile, resulting in a futuristic look that doesn’t compromise on comfort, the Ozelia features a dynamic adiPrene cushioned outsole and a sleek upper. Taking archival visual codes on an intrepid new journey, the Ozweego silhouette channels all the best design cues of the late 90s and early 2000s, expressively bringing them to the present day as an adiPrene midsole supplies targeted support in the forefoot and heel.

In celebration of the arrival of the adidas Originals Spring/Summer 2022 Ozworld collection, the boundary-pushing digital creator Jon Emmony has imagined an other-worldly campaign that daringly transcends the plain between digital and physical terrains.

Launching alongside the product offering, the brand is also set to introduce a new digital experience that will enable anyone to pursue their own unique vision of self expression.

An invitation to be the real you, the latest selection of Ozworld sneakers arrives on March 24th at adidas.com, adidas stores, and select retailers.

**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.