**adidas Originals Introduces First-of-its-Kind Digital Ozworld Experience**

**- On April 15th the brand will launch the world’s first personality based AI generated avatar creation platform -**

**- A landmark partnership with Ready Player Me allows each unique avatar to freely traverse the Metaverse across over 1500 apps and games -**

**Herzogenaurach, April 4th, 2022 -** Celebrating the arrival of the brand’s latest Ozworld collection, adidas Originals is launching the world’s first personality based AI generated avatar creation platform, in collaboration with Ready Player Me. Designed to empower and open up the pursuit of self expression for all, the online Ozworld experience enables users to create their unique digital selves, which can then be taken around the web exclusively with Ready Player Me – a cross-app avatar platform for the metaverse that allows anyone to explore virtual worlds with one consistent identity.

Whether IRL or URL, the Ozworld collection boldly represents a platform for style experimentation and a rallying call for the pursuit of personal expression. Building on this undeniable spirit, the accompanying web experience champions the essence of individual personalities rather than physical appearances by prompting users to answer a series of questions – including picking their favorite Ozworld footwear silhouette – in order to learn more about who they are. Once this information has been shared, the platform will translate the input into a unique digital avatar that takes aesthetic inspiration from the collection’s dynamic visual codes.

Having generated their characters, users can experiment by animating their avatars, as well as digitally trying on and purchasing sneakers from the collection. Meanwhile, every user will be able to download their Ozworld alter ego to deploy as stickers and GIFs across their social media accounts.

A bold new step towards the future of personal expression in the virtual world – each unique avatar will be able to traverse the web through a bespoke partnership with Ready Player Me. This is the first brand partnership that pushes the limits of the platform – offering interoperability in generative avatars with over 1500 different metaverse apps and games.

Championing new possibilities to create, collaborate, and belong, the Ozworld platform launch is the next bold step in adidas Originals’ ambition to create a truly open and optimistic Metaverse for all. As a leading voice for original thinking, the brand is opening up a unique new space for self-expression that is accessible and affordable for all.

A new playground to co-create with the brand’s community, the experience launches to the public on April 15th at <http://ozworld.adidas.com/>. Meanwhile adiClub Members and adidas NFT holders will be granted early access via a unique URL, with the first installment of avatars arriving on April 28th across the metaverse.

**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.

**About Ready Player Me:**

Ready Player Me is a cross-game avatar platform for the metaverse. It lets you create a 3D avatar with a selfie and use it in 1500+ compatible apps and games. You can explore virtual worlds in VRChat, join meetings in MeetinVR, or stream to your fans using LIV – all with your personal avatar that represents you in virtual worlds. Any developer can integrate Ready Player Me into their apps and games using our free avatar SDK. It's compatible with Unity and Unreal Engine and works great on the web, mobile, and desktop platforms. Learn more at https://readyplayer.me