**adidas Originals and Parley Present:**

**Today’s Icons, Made for Tomorrow**

**Herzogenaurach, April 18th, 2022 -** adidas Originals and long-time partner Parley for the Oceans return with a collection of iconic styles, reimagined for a better tomorrow. From the Superstar to the Stan Smith, the Nizza to the Forum, and many more, over the past several decades adidas’ icons have left their mark on the sneaker world. This season, the brand with the Three Stripes and Parley have come together to bring these signature looks firmly into the future.

Already timeless in their own right, each sneaker in the Spring/Summer 2022 collection has been made with a yarn which contains at least 50% Parley Ocean Plastic — re-imagined plastic waste, intercepted on remote islands, beaches, coastal communities and shorelines, preventing it from polluting our ocean. The other 50% of the yarn is recycled polyester. Serving as just one of the innovations that represent adidas’ commitment to help End Plastic Waste, effortless style and progress come together for a collection where every step makes a difference.

Headlining the collection are two updated interpretations of the iconic Nizza silhouette: the Nizza Parley Hi and Nizza Parley Lo. A more efficient approach to material construction, both pairs are composed of wrapped webbing which is assembled layer by layer to minimize waste in the production process. The rest of the collection then plays host to a series of innovative takes on the Superstar, Nizza Hi, Stan Smith, ZX 8000, Forum Mid, Forum Low, and NMD\_R1, as well as two women’s exclusives: the Forum Bold W and Nizza Platform W. Made-up in sleek black and white colorways, each sneaker is one is one step toward helping waste to not stay waste.

Accompanying the launch of the collection is a timeless campaign. Daringly stripped back in execution, the campaign images revel in the grey area in between; demonstrating that style and progress don’t have to be mutually exclusive. A confident expression of adidas’ design language, brought into a fresh new context, the composition draws on the collection’s inherently modern nature.

Today’s icons, made for tomorrow. The adidas Originals by Parley Spring/Summer 2022 collection arrives on April 22nd with rollout scheduled across different markets throughout the coming months.

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