

## **adidas Originals and Kawasaki Celebrate the Past, Present, and Future of ZX with Two Collaborative Sneakers**

**Herzogenaurach, 11<sup>th</sup> April 2022** Born out of a shared passion for forward thinking design and unrelenting innovation, this season, adidas Originals and Kawasaki join forces to celebrate the history and future of ZX with two unique takes on the ZX8000 and ZX 5K BOOST silhouettes.

An icon that needs no introduction, Kawasaki has been at the forefront of the motorcycle manufacturing industry for decades. Known for its inimitable aesthetic approach, the brand's signature sportbike brand – ZX – served as the inspiration for the adidas design team when they first introduced the original ZX500 sneaker in 1984.

Taking cues from Kawasaki's instantly recognizable design philosophy of motorcycle and color palette, the collaborative ZX8000 sneaker features a White kangaroo leather upper, with Kawasaki Green leather overlays, Blue leather accents, and a Kawasaki Ninja graphic on the lateral. Meanwhile, the ZX 5K BOOST boasts a Black TPU overlay and eye stays, Kawasaki green accents, a semi-transparent Black ripstop vamp, and a Kawasaki Ninja logo on the toe-box.

Both sneakers are capped off with electroplated lace tips, shoe jewellery and heel pieces, as well as co-branded sock liners. Each pair then comes packaged in a custom box with a printed graphic of the latest Kawasaki Ninja ZX-10R, filled with tissue paper bearing a printed Kawasaki motorcycle sketch.

The launch of the adidas Originals and Kawasaki collaborative partnership is accompanied by an evocative campaign film which pays homage to Japanese motorbike culture by taking the viewer on an unexpected journey through the city's streets.

Arriving on 14<sup>th</sup> April 2022, the collaborative ZX8000 and ZX 5K BOOST Kawasaki sneakers are available globally (excl. China) through adidas stores, adidas.com, Confirmed, and select retailers.

Additionally, the ZX 5K BOOST will also be available directly from Kawasaki\*.

*\* In Japan, EU, USA, Canada, Australia, Thailand*

### **About Kawasaki:**

Kawasaki is one of the world's leading powersports (motorcycle, off-road four wheelers, and personal watercraft) and power unit brand. Its unique ability to create products with unrivaled performance is made possible through its technological expertise drawn from a century of diversified engineering and heavy industry capability of the Kawasaki Group. True to its development philosophy to constantly challenge themselves in delivering the ultimate riding experience and sensory thrills to nourish the soul and empower spiritual richness, has produced many iconic machines such as the H1 (500SS Mach-III), Z1 (900 Super Four), Ninja (GPz900R), and in recent years the supercharged Ninja H2.

### **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.