**Let Your Style Soar with the Jeremy Scott x adidas Originals JS New Wings**

**Herzogenaurach, Germany – April 29, 2022 -** adidas and Jeremy Scott are reprising their iconic collaboration by bringing back the notorious JS Wings. Offered in both adult and kids sizes, this incarnation of the reissued high-top silhouette features the designer’s signature wing attachment and illustrated tongue details.

Building on the momentum of adidas’ recent Forum releases, the brand revives one of its most celebrated collaborative releases, reconnecting with Jeremy Scott and introducing the innovative future-classic to a new generation.

Available starting May 5 from adidas.com, CONFIRMED, and select retailers.

Notes to Editors
Jeremy Scott and adidas first partnered in 2003 when the creative handshake was first established by 100 pairs of Scott’s now-iconic Forum “Money,” which was an homage to the shoe’s original $100 price tag in 1984. In 2007, adidas reconnected with Scott under the umbrella of ObyO and launched a full range of footwear and apparel including the Wings designs, plus the teddy bear Forum.

About Jeremy ScottJeremy Scott is the ‘The People’s Designer’ and pop icon known for disrupting the fashion world, creating signatures out of pop, camp, fearlessness and incisive humor. He debuted his namesake label in 1997 and was promptly nominated for Best Young Designer by the Council of Fashion Designers of America (CFDA). The first to create a designer sneaker collection with adidas, Scott pioneered the designer collaboration. Scott has become a wardrobe and red-carpet staple for celebrities. In 2013, he was named the Creative Director of Moschino and has successfully reestablished the Italian luxury brand as one of today’s most prominent fashion houses with runway shows and highly revered designs and collaborations that continues to be a staple in pop-culture.

About adidas OriginalsInspired 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.