**ADIDAS X IVY PARK INTRODUCES A NEW SUPER SLEEK SNEAKER**

**JUST IN TIME FOR SUMMER**

***We Stan Summer with IVY PARK and adidas’ All-New Super Sleek Sneaker***

**Herzogenaurach, Germany – May 20, 2022 -** adidas and IVY PARK CEO Beyoncé announces the SUPER SLEEK, a new sneaker silhouette from the ongoing adidas x IVY PARK creative partnership.

We Stan Summer with the new adidas x IVY PARK Super Sleek, a refreshing take on the classic Stan Smith shoes. The sneaker, which remixes a spectrum of references from the adidas’ catalog, including models like the Samba, is fashioned in canvas and leather with dusty white tones and cactus green piping and incorporates a platform silhouette.

Inspired by the liveliness of the summer season, with the warm weather and all its many activities, the new Super Sleek is designed to give you some swag, as you kick back at your favorite music festival, picnic and outdoor activity. Even if crowds aren’t your thing, the new Super Sleek will compliment any look. Whatever your destination, slip on a pair of the new Super Sleeks and head toward the direction of the sunshine and the fun!

**Notes to Editors**

adidas’ sporting DNA runs through the Super Sleek, which is equipped with a football-inspired Samba tongue, three-strap closure, and a classic T-shaped toe box. The Super Sleek’s upper is raised up by a transparent gum-hued platform sole.

The IVY PARK SUPER SLEEK comes with styling notes, in the form of three crew-sock options. Two sporty choices come with adidas’ three stripes plus IVY PARK branding, while a third is adorned with the IVY PARK monogram.

adidas x IVY PARK Super Sleek Drop consists of:

* The IVP Super Sleek priced at $120 USD
* The IVP Super Sleek 3-pack of socks priced at $35 USD

Available starting May 27th online and in select stores globally.

About Parkwood Entertainment

Parkwood Entertainment is a film and production company, record label and management firm founded by entertainer and entrepreneur, Beyoncé in 2010. With offices in [Los Angeles](https://news.adidas.com/Tags?tags=Los%20Angeles) and [New York City](https://news.adidas.com/Tags?tags=New%20York%20City), the company houses departments in music, film, video, live performances and concert production, management, business development, marketing, digital, creative, philanthropy, and publicity. Under its original name, Parkwood Pictures, the company released the film Cadillac Records (2008), in which Beyoncé starred and co-produced. The company has also released the films Obsessed (2009), with Beyoncé as star and executive producer, the winner of the Peabody Award for Entertainment, Lemonade (2017), the Emmy®-nominated Homecoming: A Film By Beyoncé (2019), which documents Beyoncé’s history-making [performance](https://news.adidas.com/Tags?tags=Performance) at the Coachella Valley Music & Arts Festival in 2018, and the Emmy®-winning Black Is [King](https://news.adidas.com/Tags?tags=King) (2020). Parkwood Entertainment produced The Mrs. Carter Show World Tour (2013-2014), The Formation World Tour (2016), and the aforementioned “Homecoming” performances at Coachella (2018) and co-produced the ON THE RUN Tour (2014) and ON THE RUN II (2018).

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.

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