**SHOWCASING ADIDAS X GUCCI**

*The many facets of the collection, first presented in the Exquisite Gucci fashion show, are further revealed in a new lookbook ahead of the launch.*

**MAY 10th, 2022** – Designed by Creative Director Alessandro Michele, adidas x Gucci merges the emblems of the House with those of the iconic sportswear brand. The collection expands on the sartorial streetwear creations that debuted on the runway with a spectrum of sport-inspired pieces, distinguished by the same kaleidoscopic aesthetics of the show.

To present the selection, Alessandro Michele envisioned a series of images inspired by archival catalogs as a cast of characters strikes dynamic poses against brightly colored backdrops alongside sporty props, captured by photographer [Carlijn Jacobs](http://carlijnjacobs.com/).

With the heritage of both brands encoded in a trio of lines, a fixation on stripes plays out across ready-to-wear pieces that echo the silhouettes of athletic staples and leisurewear. Track pants feature the white Three Stripes of adidas on one leg, while the other is defined by the red and green Web of Gucci. Energetic prints portray how motifs like the adidas Trefoil and GG monogram find synergy to amplify two legacies. Conventionally formal pieces like leather heels, suede loafers, and silk scarves enter hybridized territory as well, as they are marked with casual codes. Similarly, retro aesthetics become intrinsically contemporary as they proclaim there are no rules when it comes to dressing up.

Reflecting a shared commitment to innovation, progress, sustainability goals and collective action, the collection features multiple pieces crafted with future-conscious material fabrications including polyester, cotton and viscose.

The first adidas x Gucci lookbook anticipates the launch of the collection on June 7th across select Gucci stores, dedicated Pop-Ups, and online on Gucci.com as well as on the adidas [CONFIRMED](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fconfirmed.onelink.me%2FmzYA%2Fl042rgya&data=05%7C01%7Cdenise.saritepe%40adidas.com%7C32b05646429b444af02608da2f465148%7C3bfeb222e42c4535aaceea6f7751369b%7C0%7C0%7C637874276306385330%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=QdF97pSIKKf%2BRSNKDObX3cSLpFWJVW9zyF2Jke97Hls%3D&reserved=0) app, along with the release of a separate, dedicated campaign.

**#adidasxGucci**

**Credits**

Creative Director: Alessandro Michele

Art Director: Christopher Simmonds

Photographer: [Carlijn Jacobs](http://carlijnjacobs.com/)

**Product Details**

In the adidas x Gucci collection, the adidas Trefoil and three stripes, both synonymous with streetwear, mix with the Interlocking G, Horsebit, Web, and GG monogrammed canvas, across ready-to-wear and accessories.

The ready-to-wear offering recalls retro sportswear silhouettes in a variety of future-conscious material fabrications across polyester, cotton and viscose. From shirts to pants, many pieces play a game of contrasts between the white Three Stripes of adidas and the red and green Web of Gucci, with one side featuring the adidas signature and the other featuring the House’s well-known emblem. The tracksuit, a key theme within the collection, is reimagined in multiple ways with shorts and jogger pants for women, or flared pants and a bowling shirt for men, all designed to be mixed or matched. Tennis-inspired polos, sweater vests, skirts, and a knit dress bring a more sophisticated mood to the selection, while colorful and energetic prints with the adidas Trefoil and Interlocking G are seen across a wide range of styles. Graphic T-shirts in cotton feature the adidas Trefoil underlined with the “Gucci” lettering.

The House’s heritage in bags also enters hybridized territory through the collection. From the House’s Beloved lines, the Gucci Horsebit 1955 crossbody and tote defined by the equestrian-inspired hardware are reimagined with the adidas Trefoil. The luggage category includes small and large duffle bags, as well as camera bags embellished with the adidas Trefoil and “Gucci” spelled backwards. The range of bags is offered in red, yellow, and black leather, as well as in the House’s GG Supreme canvas and the colorful retro prints from the ready-to-wear selection.

The shoe selection presents Gucci’s own take on the famous adidas Gazelle sneakers for both men and women. A new interpretation of the House’s emblematic Horsebit loafers, either in leather or suede, is presented with the red and green Web accented by the adidas Three Stripes. Leather and GG canvas clogs are also marked with the adidas Trefoil and ‘Gucci’ lettering, while terry-fabric slides showcase the adidas Originals emblem with House monogram. The women’s shoe selection expands the offer with a selection of flatform styles.

Silk carrès and ribbons, as well as a variety of headbands, recall sport inspirations through various motifs. A variety of hats also spotlight the logo play, including a GG canvas bucket hat and baseball cap made in part with ECONYL® regenerated nylon.

Additionally, the collection sees the introduction of two different items including a selection of golf bags in either leather or the GG monogram with the adidas x Gucci logo, as well as colorful umbrellas featuring the distinctive palette and patterns of the collection.

**About Gucci**

Founded in Florence in 1921, Gucci is one of the world’s leading luxury fashion brands. As the House marks its 100th Anniversary under the Creative Direction of Alessandro Michele, with Marco Bizzarri as President and Chief Executive, Gucci moves forward into the coming decades with an ongoing commitment to redefining luxury, while celebrating the creativity, innovation, and Italian craftsmanship at the core of its values.

Gucci is part of the global luxury group Kering, which manages the development of a series of renowned Maisons in fashion, leather goods, jewelry, and watches.

For further information about Gucci visit [www.gucci.com](http://www.gucci.com).

**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.