

adidas x KARLIE KLOSS IS BACK IN SS22 WITH A COLLECTION DESIGNED TO ELEVATE EVERYDAY ACTIVITY

- *adidas and Karlie Kloss team up for their third collection, with pieces designed to be versatile and stylish, intersecting across design, fashion, sports, and technology*
- *Key pieces include the 'KK' oversized cream pullover paired with flared, cropped black pants, and high-performance pieces featuring tech-infused graphic prints*
- *For the first time, the pieces feature a QR code, which provides insight into the inspiration behind the collection.*

Herzogenaurach, 16 May 2022: Today, adidas announces it has joined forces with long standing partner Karlie Kloss to co-create a new collection, available from May 17th. It is the first of the two drops which make up the collection. Inspired by Karlie Kloss' passion to encourage the next generation of girls and women to lead active lifestyles, the pieces are designed to be versatile and stylish, intersecting across design, fashion, sports and technology. For the first time, garments in the collection include a QR code that allows the wearer to explore the inspiration behind them.

Born out of Karlie's love of fashion and sport in equal parts, the collection includes 17 apparel items, 3 footwear offerings and 2 accessories featuring tech-infused graphic prints.

Pieces in the collection range from functional workout basics to modern lifestyle pieces that are made for comfort and functionality, without compromising on style. Key pieces include the 'KK' oversized cream pullover paired with flared, cropped black pants, for a stylish everyday look. Head-to-toe high-performance pieces feature tech-infused graphic prints, alongside a range of sport shorts in spring hues of yellow and a pink varsity-style bomber jacket.

Each piece has been designed to intersect performance and style, making them perfect for a transition from the everyday to the training studio and vice versa.

Karlie Kloss commented: *"The next generation of young adults are passionate about wellbeing and being active. That passion is the inspiration for this 22-piece collection which combines style with functionality for versatile looks that can be worn every day, no matter the occasion. My favorite part about the collection though is how it combines my love for fashion and technology with a special QR code that allows people to explore the inspirations behind this collection. I'm so fascinated by the ways in which fashion and technology can intersect; I truly believe it is the future of fashion. Working with adidas to create this unique experience for consumers was so fun, and I'm beyond excited for people to not only enjoy the comfort and style of these pieces but have a closer look at how we created them."*

Created for optimum performance and comfort, the collection features adidas' AEROREADY fabric technology throughout to keep athletes and creators feeling dry as they move. In addition

to fusing style and performance, hero looks in the collection use NO DYE technology. NO DYE technology works with a material's natural color to cut out the water thirsty part of the process — the pre-treatment phase of conventional dye techniques. The naturally colored fabric does require a post-treatment step to achieve the same performance qualities yet still achieves an average 60% saving on water and energy. The adidas x Karlie Kloss collaboration is yet another step towards adidas' mission to help end plastic waste. Pieces in the collection are made in part with Parley Ocean Plastic — re-imagined plastic waste, intercepted on remote islands, beaches, coastal communities and shorelines, preventing it from polluting our ocean.

The adidas x Karlie Kloss collection will be available on adidas.com on May 16, 2022.

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Notes to Editors:

About adidas

adidas is a global leader in the sporting goods industry with the core brands adidas and Reebok. Headquartered in Herzogenaurach, Germany, the company employs 57,000 people across the globe and generated sales of around €22 billion in 2018.

About Kode With Klossy

Kode With Klossy is a nonprofit founded by Karlie Kloss that creates learning experiences and opportunities for young women that increase confidence and inspire them to pursue their passions in a technology driven world.