**adidas Originals Presents: Blue Version Fall/Winter 2022 Drop One**

**Herzogenaurach, June 13th, 2022-** This season, Blue Version returns to once again take up its mantle as the pinnacle expression of the Trefoil brand. Daringly toeing the line between aesthetic statement and progressive vision, in Fall/Winter 2022 adidas Originals reinterprets its past for a bold new tomorrow – reminding us that Blue isn’t just a color, it’s a projection of a future still to come.

In its third season Blue Version traverses the breadth of the adidas sporting archive – oscillating purposefully between tennis and soccer, court and field – in order to project a relentlessly subversive image of the brand’s future. Looking back, only ever to look forward, unmatched dynamism manifests through sophisticated reinterpretations of archival Challenger, Chile, and CLRDO codes.

Unrivaled craftsmanship and radical inclusivity collide as the product offering itself plays host to a flurry of more premium material fabrications, unite fit constructions, and Made To Be Remade pieces. Highlights from the first drop of the Fall/Winter 2022 collection include the elegant yet disruptive Challenger Top which features accentuated shoulder pads and the futuristic Challenger Pant which boasts a slim cut silhouette and velour fabrication. The same archival reference point is then reimagined once again through a subversive crewneck silhouette, while a Made to Be Remade essential T-Shirt has been crafted as a reconfigured update on a timeless wardrobe staple.

Crafted as an expressive reinterpretation of Blue Version’s quintessential visual language, the seasonal offering is brought to life through an evocative visual campaign that unites the photographic lens of Chloe Le Drezen and styling sensibility of Mauricio Nardi. Blue once again takes center stage as the collection’s namesake color offers a canvas upon which to explore the seasonal narrative.

At once daring, dramatic, and carefully considered – the first drop of the adidas Originals Fall/Winter 2022 Blue Version collection is available globally on June 17th, 2022 at [adidas.com/blue\_version](https://www.adidas.com/blue_version), adidas flagship stores, and through select retailers.

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