**ADIDAS X GUCCI IS HERE**

The highly anticipated collection envisioned by
Creative Director Alessandro Michele featured in a new campaign

**JUNE 7, 2022-** Originally debuting on the Exquisite Gucci runway, a mirror-filled space where historic emblems multiplied and metamorphized across sartorial streetwear, the first adidas x Gucci collection expands on the creative concept founded on an affinity for three stripes. Revealed in a lookbook released last month, the cross-category selection portrays the kaleidoscopic aesthetic of Alessandro Michele by mixing the codes of the House with those of the historic sportswear brand, and consequentially those of high fashion and streetwear.

For the launch, Alessandro Michele has envisioned a campaign that takes inspiration directly from an archival 1979 adidas catalogue. To animate the concept, a gridded template showcases a variety of moving imagery captured by Carlijn Jacobs. Against brightly colored backdrops, models stretch, run, or dance in place to a soundtrack of pensive phrases such as, “When your thoughts become reality, you understand what magic is.”

The assemblage plays out across women’s and men’s ready-to-wear, as well as on bags, shoes, accessories, jewelry, and lifestyle pieces.

Throughout the selection, the GG monogram and Interlocking G mix with the adidas Trefoil in colorful prints, as well as on jacquard fabrics; while the red and green Web of Gucci complements the three stripes of adidas. Pushing the collection further into hybridized territory, ready-to-wear pieces echo the sporting attire of decades past while portraying an undeniable contemporary character. Additionally, conventionally formal pieces like leather heels, suede loafers, and silk scarves are marked with casual codes. Beyond the standard selection, the expansive offering also includes some lifestyle items including a golf bag in two different variations, a nod to the House’s heritage in leisure products.

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. Furthermore, each piece comes with special packaging that features the adidas x Gucci logo and that was strategically designed to reduce environmental impact.\*

The collection will be distributed through designated stores, online on Gucci.com and through ephemeral Gucci Pop-Ups, where the spaces will be decorated with one of the geometric prints found in the offering. A dedicated product selection will also be available on the adidas CONFIRMED app.

\*All paper and cardboard come from sustainably managed forest sources, and an uncoated paper has been used to ensure it is fully recyclable. In addition, shopping bag handles are made of 100% recycled polyester while pouches and suit carriers are made of a mix of regenerated cotton and recycled polyester.

**#adidasxGucci**

**Credits**

Creative Director: Alessandro Michele

Art Director: Christopher Simmonds

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

**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).