



adidas Originals and MRBAILEY Announce their Collaborative Partnership

Herzogenaurach, June 30th, 2022. Having first collaborated on the iconoclastic SST Ammonite shoe as part of the brand's Catalyst for Change program in 2020, adidas Originals and MRBAILEY have come together once again to ignite the start of an ongoing partnership that will see the innovative designer reimagine the Trefoil's futuristic OZWORLD family of silhouettes.

A product designer by craft, MRBAILEY is the founder of innovative footwear design studio CONCEPTKICKS. London-based but nomadic by nature, the progressive creator's practice specializes in an approach to footwear innovation that is distinctly speculative in thinking and undeniably boundary pushing in execution.

Using the biological research that informed the SST Ammonite silhouette as its starting point and informed by the ethos "nature is our greatest luxury", MR BAILEY's collaborative partnership with adidas Originals will explore the innate systems of design within the marine habitat. Building on the inherent wonder and beauty of aquatic lifeforms through design techniques, the partnership promises to challenge the artificial distinction between man made production and the natural world.

With unexpected product launches, behind-the-scenes content, and much more still to come, stay tuned to the Confirmed app for further information.

Information



About MRBAILEY:

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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.