

 **Introducing Y-3 Fall/Winter 2022 Chapter 3: Memories of Orange**

As Y-3 continues its ongoing 20th Anniversary celebrations, adidas and Yohji Yamamoto return to present the brand’s third seasonal offering. Building on the “**20 Years: Re-Coded**” thematic narrative, **Chapter 3** is an auspicious ode to one of the brand’s most iconic colors – Orange – as Y-3 delves into the past in order to boldly envisage a visceral new future.

Audaciously exploring the theme of collective memory, the latest offering from Y-3 sees adidas and Yohji Yamamoto delve into their shared past to consider **Memories of Orange**. A synonymous symbol for Y-3, Orange has been the primary color of the brand’s logo for many years. For Fall/Winter 2022 **Chapter 3**, the brand shines a light on this most iconic of signifiers, contrasting the luminosity of the pantone with black and neutral palettes, while simultaneously incorporating evocative references to a sport that has remained an unending influence – football.

The seasonal offering is highlighted by a selection of pieces that feature contrasting logos, bold blocking, and, of course, fluorescent Orange color palettes. Conceived as a harmonious cacophony of contrasts, the collection also boasts new takes on football crest logos and reimagined team sponsor graphics. Meanwhile an array of dynamic footwear sees the Y-3 HOKORI III, the Y-3 ULTRABOOST 22, and a bright Orange colorway of the iconic Y-3 QASA take center stage, as well as ushering in the arrival of the brand’s expressive take on an archival adidas classic: the Y-3 GAZELLE.

Accompanying the launch of Fall/Winter 2022 **Chapter 3** is a powerfully energetic campaign shot by Thue Nørgaard with creative direction from Jamie Reid and styling from Robbie Spencer. Representing a continuation of the aesthetic language established in **Chapters 1 & 2** the expressive visuals focus on control, determination, and boldness of spirit. Featuring a carefully chosen cast of rebellious figures, the models recode sporting movement as an artistic expression through explosively choreographed gestures. Warm lighting, meanwhile, is expressed through a digital backdrop composed of two different shades of orange and a nostalgic pastel blue, which come together to reference a sun at dawn. The result – a flood of luminescence that is at once an allusion to Y-3’s emergent beginnings and an ode to the brand’s original color.

Arriving from July 15th, Y-3 Fall/Winter 2022 **Chapter 3** is available globally at adidas.com/y-3, in store, via Confirmed and through select retailers.

adidas.com/Y-3

#Y3

[@adidasY3](https://www.instagram.com/adidasy3/)

Facebook.com/adidasy3

**Campaign Credits**

**Stills**

Creative Direction: @reidjamie

Photography: @thuethuethuethuethuethue

Styling: @robbiespencer

Movement director: @ericvonchristison

Makeup: @annesopohiecosta

Hair: @kiyokoodo

Casting: @molliedendle

Set Design: @afrazamara

Talent: @lawal\_folarin

Talent: @xie.chaoyu

Talent: @wangxiangguo2000

Talent: @mayabosman

Talent: @rizal\_ramaa

Production: @faragoprojects

**Motion**

Creative Direction: @reidjamie

Director: @thuethuethuethuethuethue

Creative Direction: @reidjamie

Styling: @robbiespencer

Movement director: @ericvonchristison

Makeup: @annesopohiecosta

Hair: @kiyokoodo

Casting: @molliedendle

Set Design: @afrazamara

DOP: @james\_\_\_\_beattie

1st AD: @1st\_ad\_sam

Editor: @louishvejselbork

Sound: @cajm and @max\_frith

Grade & retouch: @zed.video

Colourist: @johnlowe.xyz

Online Assistant: @otistree

Talent: @lawal\_folarin

Talent: @xie.chaoyu

Talent: @wangxiangguo2000

Talent: @mayabosman

Talent: @rizal\_ramaa

Production: @faragoprojects