**adidas x IVY PARK DREAMS OF IVYTOPIA, A COLLECTION THAT INSPIRES AN ESCAPE TO YOUR PERSONAL NIRVANA THIS SUMMER!**

**Herzogenaurach, Germany – July 8th, 2022 -** adidas and Beyoncé’s IVY PARK announce their latest collaborative collection titled IVYTOPIA; a journey to discover one’s own nirvana, from the ongoing adidas x IVY PARK creative partnership.

As with previous adidas x IVY PARK offerings, this latest drop features distinct looks with inclusive and gender-neutral sizing in fashion styles, performance gear, footwear, and accessories. The line is available online at adidas.com on July 21st and July 22nd in select stores, globally.

A transformative utopia awaits you in a state of mind we call IVYTOPIA. The line explores the collective connection we share after emerging from a period of isolation. IVYTOPIA imagines the possibilities of this journey with one another, dreaming and exploring our infinite potential. Whether a beach, mountain range, or urban oasis, the setting is unlimited, as long as it makes you feel hopeful for what’s yet to come.

**The Campaign**

This cinematic campaign focuses on the universal idea of being separated from the outside world in isolation - a cold, synthetic space with abstract memories visually flashing before our cast. At its core, the concept is about finding healing through connection and sharing one another’s dreams of escape to IVYTOPIA, whether that’s simply daydreaming or going on a road-trip.

This theme is depicted as cast members emerge from a transformative experience that is frenetic and psychedelic, as well as cathartic and empowering.

As our cast ventures out of isolation and into hyper-real nature, they discover an outside world that no longer feels the same. It’s a new beginning for collective healing and an exploration into our own possibilities.  This campaign is illustrated through enhanced lighting, bold yet stark production design and elevated styling. IVY PARK utilizes this futuristic yet surreal narrative to affirm the fact that through optimism and imagination, we can create our own IVYTOPIA.

Legendary and international supermodels, Irina Shayk, Joan Smalls along with Harvey Newton-Haydon, Adut Akech and Alva Claire, are part of the diverse cast whose talents bring this transformative experience to life.

**The Collection**

Natural and supernatural inspiration blend seamlessly in a collection that features striking swimwear and modern silhouettes created with every *body* in mind. Colors include, quartz (off white), pyrite (silver), lapis lazuli (shock cyan), hawk’s eye (khaki) and jasper (solar yellow), a mystical crystal and floral-inspired print. By blending natural and organic elements with futuristic details and shapes, the IVY PARK design language evolves to another world. Textiles like printed power mesh, metallic spandex, stretch twills, and French terry speak to IVY PARK’s love of athleticism and fashion. The bold crystal prints further illustrate a feel of serenity and ethereal beauty, while a high-voltage color palette is a reminder of the sheer vibrancy of IVY PARK. The collection’s unique fabrics are amplified through lines and cuts that are abstract yet flattering. Equally focused on childrenswear, this drop offers a large selection of fashion, swim and activewear for kids of all ages.

Accessories for the IVYTOPIA collection mirror the apparel’s inspiration and include a five-panel wide brim hat shown in both lapis and the crystal print that is a fresh take on a sun hat constructed in a swimwear material and featuring a detachable Cuban link chain as well as the now classic reversible IVP bucket hat, a keep all tote that is oversized and multi-functional with removable exterior pouch pockets. Also included is a 3-pack assortment of socks that include a quartz (off-white), lapis (shock cyan) and pyrite (silver) sock reflecting the collection’s color palette.

IVYTOPIA footwear styles include the iconic Stan Smith which has been re-worked with a bold and slightly futuristic look, creating an aesthetic that is defined by contrasts. Additionally, there are both a new iteration of the Savage sneaker with intricate paneling and lines that take the spotlight thanks to punctuating pops of color and an updated version of the mule, accentuated with sharp lines with a light-mesh fabric that ties into the apparel. The offering is rounded out with the Ultra Boost in engineered knit which provides a light touch through design and feel.

IVYTOPIA is truly about overcoming a trying time together and embracing that light at the end of the tunnel with shining optimism in looks that will transcend and elevate any occasion. It’s time to emerge and rediscover the world around you.

**Notes to Editors**

adidas x IVY PARK IVYTOPIA collection consists of:- adidas Stan Smith: $110
- adidas x IVY PARK Savage: $180
- adidas x IVY PARK Mule: $150

- adidas x IVY PARK Ultra Boost: $200
- adidas x IVY PARK Swimwear: $45-$120 (including coverups)

- Introducing adidas x IVY PARK Kid’s Swimwear: $35-$65

- adidas x IVY PARK crystal print reversible bomber: $150

- adidas x IVY PARK pyrite (silver) metallic styles; Price range - $65 - $200
- 52 apparel styles (including Inclusive Sizing), 7 accessories, 4 footwear styles

- Unisex Regular and Oversized fits

- Men’s Regular and Tight fits
- Women’s Tight, Regular, and Oversized fits

- Sizes from XXXS-XXXXL

- Prices from $30 to $200 USD

- Fabrics including power mesh, metallic spandex, stretch twill, and French terry

KIDS

- 14 apparel Styles, 3 accessories, 2 footwear styles

- Prices from $30– $120 USD

About Parkwood Entertainment
Parkwood Entertainment is a film and production company, record label, and management firm founded in 2010 by entertainer and entrepreneur Beyoncé. With offices in [Los Angeles](https://news.adidas.com/Tags?tags=Los%20Angeles) and [New York City](https://news.adidas.com/Tags?tags=New%20York%20City), the company houses departments in music, film, video, live performances and concert production, management, business development, marketing, digital, creative, philanthropy, and publicity. Under its original name, Parkwood Pictures, the company released the film Cadillac Records (2008), in which Beyoncé starred and co-produced. The company has also released the films Obsessed (2009), with Beyoncé as star and executive producer, the winner of the Peabody Award for Entertainment, Lemonade (2017), the Emmy®-nominated Homecoming: A Film By Beyoncé (2019), which documents Beyoncé’s history-making [performance](https://news.adidas.com/Tags?tags=Performance) at the Coachella Valley Music & Arts Festival in 2018, and the Emmy®-winning Black Is [King](https://news.adidas.com/Tags?tags=King) (2020). Parkwood Entertainment produced The Mrs. Carter Show World Tour (2013-2014), The Formation World Tour (2016), and the aforementioned “Homecoming” performances at Coachella (2018) and co-produced the ON THE RUN Tour (2014) and ON THE RUN II (2018).

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.

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