

 **Y-3 Presents Fall/Winter 2022 Chapter 4: Memories of Exotics**

Y-3 triumphantly returns to present the closing chapter of its Fall/Winter 2022 collection. Representing the final iteration of the brand’s **“20 Years: Recoded”** thematic narrative, **Chapter 4** boldly celebrates one of the label’s most revered and lasting motifs – exotic prints – as adidas and Yohji Yamamoto fearlessly reimagine historic looks and textures for a new era.

Subversively exploring the year-long theme of collective memory, the latest chapter draws on Yohji Yamamoto’s inherently rebellious spirit. With Y-3 shifting its creative focus to a distinctly textural concept – **Memories of Exotics** – the German sportswear brand and the Japanese visionary recall a legacy of animal prints and iconography, distorting iconic signifiers through a slew of all-over print graphics.

The seasonal offering is highlighted by a selection of pieces that juxtapose leopard prints and expressive fabrics with muted palettes, functional details, and dynamic sporting silhouettes. Curated as a daring blend of past and future, the collection clashes the brand’s unmatched heritage with its progressive vision for tomorrow. A quintessentially avant-garde footwear offering, meanwhile, sees the Y-3 TERREX SWIFT R3 GTX, the Y-3 ULTRABOOST 22, the Y-3 RUNNER 4D, the Y-3 QASA, and the Y-3 MAKURA receive makeovers in an earthy palette.

Accompanying the launch of Fall/Winter 2022 **Chapter 4** is a powerful visual campaign that oscillates evocatively between mystery, intrigue, and sporting dynamism. Shot by Heji Shin with creative direction from Jamie Reid and styling from Robbie Spencer, the expressive visuals channel a visceral, rather than understated, interpretation of Y-3’s past, present, and future. Once again centering on a collection of rebellious figures, the models reinterpret the iconicity of sporting celebrations through a distinctly artistic lens. As a thumping score reverberates through the screen, the campaign film compellingly explores the textural qualities of the collection through layered sounds and lighting.

Arriving between September 1st and October 15th, Y-3 Fall/Winter 2022 **Chapter 4** is available globally at adidas.com/y-3, in store, via adidas CONFIRMED and through select retailers.

adidas.com/Y-3

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