



adidas Originals Introduces the NMD V3 Silhouette

Herzogenaurach, August, 12th 2022 - In 2015, adidas Originals launched the trailblazing NMD silhouette – taking cues from the brand’s inimitable archive in order to create a shoe that disrupted the sneaker world at the time. Six years later and the Trefoil has returned with an updated take on the original cutting edge innovator, channeling the very same independent mindset to present the NMD V3. Made for those who respect what’s come before, while also staying up to date with what’s coming next, the latest silhouette in the NMD family stands proud as a future icon created for the rebellious explorers forging the cities of tomorrow.

Built for a life in motion, the NMD V3 reimagines its own iconic heritage with a distinctly forward thinking vision. Dynamic by nature, the silhouette features a re-engineered mesh that wraps around the foot, a transparent heel clip, and BOOST cushioning that’s partially encapsulated in a TPU shell. The NMD V3 also comprises an upper made with a high-performance yarn which contains at least 50% Parley Ocean Plastic – re-imagined plastic waste, intercepted on remote islands, beaches, coastal communities and shorelines – and 50% recycled polyester.

Boldly mapping the future to come, the launch of the NMD V3 silhouette is accompanied by an evocative campaign that champions those creating culture in every corner of their cities. Starring multi-hyphenate Brazilian performer Anitta, Argentinian DJ and producer Bizarrap, and French footballer Karim Benzema, the eye-catching visuals invite everyone to: “create new paths”.

Arriving in an array of progressive colourways, the NMD V3 launches on August 16 and is available via adidas.com/NMD and select retailers.

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