**adidas Originals Launches a Brand New Black Colorway of the NMD S1 Silhouette**

**Herzogenaurach, August 8th, 2022 -** This season, adidas Originals returns with the latest iteration of its groundbreaking NMD S1 sneaker. Dubbed S1 as an abbreviation of “Sneaker Number 1”, the provocative silhouette daringly evolves the NMD lineage with a Black color update. The outcome – a stripped back look that stays true to an ethos of purposeful simplicity, considered aesthetics, and formal innovation.

Pure in concept yet decidedly complex in technical composition, the NMD S1 boasts a fully engineered seamless 3D Primeknit sock with quarter panels that feature monomesh windows for increased breathability. The franchise’s iconic BOOST midsole and plugs are then encapsulated in a semi-translucent TPU shell. The outsole, meanwhile, pays homage to the archival Marathon TR model with a 3D Trefoil pattern and the look is finished off with PU dipped lace tips, reflective laces, and molded foam sock-liners.

Elevated by nature, the new Black colorway of the NMD S1 silhouette comes cased within a premium box replete with individual shoe bags, custom shoe trees, and an additional pair of laces.

Carefully crafted to cut away the noise, the latest iteration of the NMD S1 sneaker arrives globally on August 12th and will be available through the adidas CONFIRMED app.

adidas.com/NMD

@adidasOriginals