



## adidas Originals and Sporty & Rich Announce Inaugural Collaborative Collection

**Herzogenaurach, November 9th, 2022.** This season, adidas Originals and the Los Angeles based label, Sporty & Rich, have come together to present their inaugural collaborative collection. Inspired by the brand's intrinsic ethos of wellness and self-care, the quintessential collection plays host to a suite of elevated takes on iconic adidas footwear and apparel looks.

Founded by the multi-disciplinary creative Emily Oberg, for the past several years, Sporty & Rich has pioneered an approach to design that goes far beyond merely aesthetics. Born as a moodboard, then becoming a magazine, a label, and ultimately standing for an entire way of life, the brand channels the spirit of a generation searching to cut through the chaos of modern existence.

For their first ever collaborative collection, adidas Originals and Sporty & Rich draw on vintage sportswear references in order to communicate a holistic message of modern day rest and replenishment.

Steeped in classic codes, the apparel and footwear offering plays host to an array of carefully considered updates in unisex sizing to some of the Trefoil's most iconic archival silhouettes. Staying true to the label's vision, a collegiate burgundy version of the Campus 80s, a white and green makeover of the Samba OG, and a white and collegiate burgundy colorway of the Stan Smith all come replete with a Sporty & Rich pearl key ring. Meanwhile, the collaborative womenswear selection is highlighted by a distinctly contemporary take on the timeless Firebird Tracksuit – elevated with a host of details including metal zipper pulls with adidas branding and co-branded embroidery. Made up in two colorways – green with white accents and white with collegiate burgundy accents – each garment is composed from the brand's iconic Beckenbauer Pique fabric and finished with an internal print emblazoned with Sporty & Rich's inspirational wellness mantra.

It wouldn't be a Sporty & Rich collection, however, without a dutifully imagined campaign to poignantly bring the pieces to life. Paying homage to the origins of sport, the effortless visuals blend sporting heritage, luxury, and relaxation to depict a scene that escapes our hectic modern world, back to a time of self-care and indulgence.



Crafted as an exercise in thoughtful design, the inaugural adidas Originals x Sporty & Rich collection launches on November 22nd on CONFIRMED and on sportyandrich.com.

**About Sporty and Rich:**

Founded by Emily Oberg in 2014, Sporty and Rich began as a mood board for life; a collection of images from past and present that represent a life surrounded by beauty. It soon expanded into a print magazine, covering design, iconic figures, creativity, and forgotten moments and places. Now, the brand offers a collection of simple, yet thoughtfully designed products that emphasize longevity over momentary relevance.

**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.