

adidas TERREX

and wander

AND WANDER AND ADIDAS TERREX CELEBRATE THEIR CONNECTION TO NATURE WITH THEIR LATEST COLLAB



- **Inspired by our essential need to connect with nature, adidas TERREX and Japanese outdoor label and wander have collaborated on a collection made to encourage more outdoor adventures, everywhere**
- **With a shared vision of a more welcoming and creative outdoors, the adidas TERREX x and wander collection blurs the boundaries between city wandering and wild exploring**
- **Combining bold, contemporary aesthetics with functionality, the collection features the TERREX Free Hiker 2 and wander Hiking Shoes, adidas TERREX**



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XPLORIC and wander COLD.RDY Down Jacket, plus a range of other hiking and outdoor essentials

Herzogenaurach, 28 October, 2022: In an ever-changing world, one thing remains the same: our need to connect with nature and experience the outdoors.

Inspired by this innate desire to experience nature and a shared vision, adidas TERREX has teamed up with fashion-forward Japanese outdoor label and wander on a collection that will take hikers from city centre to mountain top (and back again) in style.

Since its inception, adidas TERREX has focused on providing people with the clothing and apparel they need to realize their individual goals in the outdoors and enjoy the benefits of nature.

Tokyo designers Keita Ikeuchi and Mihoko Mori, meanwhile, launched their own cutting-edge outdoor label and wander in 2011 to bring more creativity to outdoors wear. By pairing high-fashion design with the practical requirements needed for adventure, theirs is a modern approach to apparel that works both in the wild, and on the streets.

Together, adidas TERREX and and wander have collaborated on a multi-seasonal collection that ties these philosophies together to help people enjoy more outdoors experiences.

Discussing the inspiration behind the collection, Mihoko Mori, Co-Founder of and wander said, "Inspiration for the collection came from a short film produced in the 1970's, which revolves around the theme of the relationship between humans and nature, the collections concept and feeling evolved from there."

"It has been refreshing to work with a brand that does things so differently but with an equal amount of care" says Keita Ikeuchi, Co-Founder of and wander "We share the same amount of passion for nature and the outdoors as adidas TERREX so the collaboration has felt like an extension of what we do at and wander."

Keita Ikeuchi goes on to say, "Not only do adidas TERREX possess the most innovative ideas and technology, but the people are so knowledgeable in their particular fields,



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they've accumulated an insurmountable amount of know-how as an organization and we wanted to combine this with our own experience and love for the outdoors."

With a striking visual update, the lightweight TERREX Free Hiker 2 offers grip on a range of surfaces, and a responsive BOOST midsole that delivers incredible energy return. With a breathable upper and a sock-like fit that adapts to every step, this supportive shoe made in part with Parley Ocean Plastic is ready for adventure, anywhere.

With the TERREX Free Hiker 2 taking care of the feet, the TERREX XPLORIC and wander COLD.RDY Down Jacket is a functional essential with eye-catching design. COLD.RDY insulating material help keep the warmth in, while prominent TERREX x and wander reflective prints on the jacket and detachable hood help it stand out. With an array of pockets and adjustable features for the right fit, this versatile jacket's natural habitat is everywhere. It's also made in part with recycled materials.

adidas TERREX x and wander graphics and reflective detailing have been worked into the rest of an adventure-ready outdoor clothing collection that also includes a TERREX Fleece Jacket, loose-fit unisex TERREX Graphics Hoody and TERREX Pants.

Also available in the adidas TERREX x and wander collection are breathable Merino Wool Hiking Socks made with COLD.RDY technology for snug hiking, a quilted Winterized Bucket Hat, and a lightweight AERO.RDY Hiking Backpack that is loaded with features to look after outdoor essentials.

"Since day one, we've been designing functional, forward-thinking outdoor product that helps people get out into the elements," explains Birgit Freundorfer, Senior Design Director at adidas TERREX. "It's a vision shared by Keita Ikeuchi and Mihoko Mori at and wander, who continue to establish themselves as one of the leading outdoor labels in the world. Functionality is always at the brand's core but their creative vision to deliver reimagined garments for an easy hike is why we wanted to collaborate with them. This is a collection that fits in everywhere, from streets to trails."



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The adidas TERREX x and wander collection is available to purchase via **adidas Confirmed** and **adidas.com** from November 1, 2022. Availability depends on your country.

Stay tuned to the **@andwander** **official** **@adidasterrex** **@adidastokyo**'s Instagram channels for updates on the **adidas TERREX** x and wander collection.

About adidas TERREX

If nature could talk, it'd tell us all to get out more.

It'd say whoever you are, wherever you're from, you belong out here. It'd say you're all welcome so come adventure, destress, feel better. It'd ask us to please be kinder. To have its back like it has ours. It'd say protect me, be conscious and work together – because we owe it all to the great outdoors.

It'd say bring your friends, your community and bring your family, let's all connect. Let's come together and tell the world what we believe nature wants them to hear. Let's go, unite and keep pushing what's possible. Let's inspire every human being to find their own individual summits.

Let's enable all humans to live a more connected, conscious and adventurous life.

We are [adidas TERREX](#)

We are #UnitedBySummits

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About and wander



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and wander was founded in 2011 in Tokyo by Keita Ikeuchi and Mihoko Mori after they met as designers at ISSEY MIYAKE. Their fashion expertise paired with the admiration for the outdoors elevates adidas TERREX to create a unique collection combining contemporary wearability with mountain ready functionality.