



adidas Originals and Philllllthy Team Up for an Elevated Take on the NMD S1 Sneaker

Herzogenaurach, November 22nd, 2022 - adidas Originals and Brooklyn-based designer, Phillip Leyesa, best known as the man behind Phlllllthy – an online store specializing in customization and upcycling – have come together to present a carefully considered take on the progressive NMD S1 sneaker.

Taking its name as an abbreviation of “Sneaker Number 1”, the NMD S1 silhouette first launched in 2021 as a daring evolution of the contemporary franchise’s lineage. Staying true to NMD’s spirit of purposeful simplicity and considered aesthetics, the progressive look continues to stand out by cutting away the noise.

Attracting attention last year for a custom indigo dyed patchwork rework of his own pair of the brand’s stripped back sneaker, the new official collaborative silhouette stays true to Phillip’s unique vision and approach. Taking the forward thinking look and reimagining it through a series of elevated details, the Phlllllthy NMD S1 features a Primeknit sock upper reconfigured with space dyed yarns, a semi-translucent TPU shell midsole bearing Phlllllthy’s signature ‘P’ logo, and a gum outsole.

Accompanying the launch of the premium sneaker is a carefully considered film and series of photographs, directed by Sophie Hur and Joseph D’Aleo, which trace Phillip’s personal journey alongside the progress of the collaboration.

An ode to the do-it-yourself spirit, the adidas Originals x Phlllllthy NMD S1 sneaker launches globally on November 30th via Confirmed and select retailers.

**About Phiiiiithy:**

Phillip Leyesa, a Brooklyn-based designer, is best known as the man behind Phiiiiithy, an online store specializing in the customization and upcycling of much-loved and well-worn Americana classics. His process creates unique pieces by applying a series of distressing, patchworking and hand-sewing techniques and has seen him collaborate with a number of household names in the worlds of fashion and streetwear.

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.