**adidas Originals and Dr. Seuss Link Up for a Grinch Themed Forum Lo**

**Herzogenaurach, November 22nd, 2022 –** adidas Originals is teaming up with Dr. Seuss Enterprises and everyone’s favorite holiday curmudgeon the Grinch by putting an especially festive, cult-classic spin on the beloved basketball icon; the Forum Low. This stylish new collaboration is as sweet as Cindy-Lou Who and is available for both adults and juniors this holiday season!

Inspired by the Grinch himself, the eye-catching Forum Low features a host of premium details including a long hair suede upper executed in a signature Grinchy green colorway, a tongue illustrated with the character’s iconic eyes and jewels on the laces depicting his loyal sidekick Max as well as a stack of stolen presents. The eye-catching look is capped off with custom insole tags, an illustrated Grinch hang tag, and an exclusive box.

Giving Who-ville the Trefoil spin, the launch of the adidas Originals x The Grinch Forum Low is accompanied by a campaign which embeds the new shoe into Dr. Seuss’s classic illustrations from the original book.

Playfully imagined to bring back holiday nostalgia, the adidas Originals x The Grinch Forum Low arrives in adult and junior sizing on December 1st and will be available through adidas.com, the adidas app and via select retailers.

**About Dr. Seuss Enterprises, L.P.**

Dr. Seuss Enterprises is a leading global children’s entertainment company focused on promoting literacy, education, self-confidence and the wonderful possibilities of a child’s imagination through the works of Dr. Seuss. The company was established in 1993 and is based in San Diego, CA. Global endeavors include publishing, film, TV, stage productions, exhibitions, digital media, licensed merchandise, and other strategic partnerships. For more information about Dr. Seuss Enterprises, visit [Seussville.com](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.seussville.com%2F&data=05%7C01%7Cnina.sasse%40adidas.com%7C70cad44830d8402312a408dac650e23a%7C3bfeb222e42c4535aaceea6f7751369b%7C0%7C0%7C638040347972574142%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=5QazicVxs6h1WQI%2BMDkAEit7E10LF%2FXqJlr%2FHa%2FtLRI%3D&reserved=0), or follow on [Instagram](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fc212.net%2Fc%2Flink%2F%3Ft%3D0%26l%3Den%26o%3D2592718-1%26h%3D2909234747%26u%3Dhttps%253A%252F%252Furldefense.proofpoint.com%252Fv2%252Furl%253Fu%253Dhttps-3A__www.instagram.com_drseuss_%2526d%253DDwMFAg%2526c%253D7wag_PcoetkdgdSDYFL_6w%2526r%253DLMOvczKAsi7SrZ1-t8ofIK3azpMjSa-D2HZ5nNJpdiQ%2526m%253DuxsqDWb_xGLvbmpJt_o47CnZVNo3TdzQz1pakK8Blfo%2526s%253Dx0ZAp2Uu-4DVrxwWeThHI51EyNDmi3skAUV5y1rMSDo%2526e%253D%26a%3DInstagram&data=05%7C01%7Cnina.sasse%40adidas.com%7C70cad44830d8402312a408dac650e23a%7C3bfeb222e42c4535aaceea6f7751369b%7C0%7C0%7C638040347972574142%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=l5cF%2F72iPDEMIisB9N53InPoXHXQdRfXtlylINvSE1g%3D&reserved=0).

**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.