

adidas Originals and Yu-Gi-Oh! Collide for a Yami Yugi Inspired take on the Adi2000 Silhouette

Herzogenaurach, January 17th, 2022 - Having launched their first collaborative sneakers earlier this year, adidas Originals and Yu-Gi-Oh! return for their final sneaker-showdown: a new, spellbinding, take on the Adi2000 silhouette.

Inspired by the game's legendary hero, Yami Yugi, the daring look channels the magic of the King of Games with a black leather upper, contrasting gold stripes, purple accents, and pink details. Each pair then comes replete with Millennium Item lace jewels, the last piece of Exodia hangtag, and a limited co-branded Dark Magician card.

The adidas Originals x Yu-Gi-Oh! Adi2000 sneaker arrives globally on January 26th and is available through the adidas CONFIRMED app and via select retailers.

About Yu-Gi-Oh!:

A true global phenomenon and perennial fan favorite, the Yu-Gi-Oh! Anime brand ranks among the top 25 highest-grossing media franchises of all time. Celebrating over 25 years and amassing a fervent following, the brand continues to flourish with each new series and expansion. To date, fans have engaged by reading the manga, watching more than 900 Yu-Gi-Oh! Anime episodes, downloading Yu-Gi-Oh! DUEL LINKS, Yu-Gi-Oh! MASTER DUEL and Yu-Gi-Oh! CROSS DUEL. Fans have also supported the brand at the box office, retail and have played with and purchased over 25 billion units of the Yu-Gi-Oh! TRADING CARD GAME! The future is bright for this Anime franchise with a robust slate of new content, games and merchandise planned for release in 2022 and beyond that will continue to engage and entertain audiences globally.

Meet Yugi and his best buds Joey, Tristan and Téa. They share a love for the newest game that's sweeping the nation: Duel Monsters! Duel Monsters is a card-battling game in which players put different mystical creatures against one another in creative and strategic duels! Packed with awesome monsters and mighty spell cards, Yugi and his friends are totally obsessed with the game. But there's more to this card game than meets the eye!

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 the 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.