**adidas Originals and MRBAILEY Introduce the OZMORPHIS Silhouette**

**Herzogenaurach, February 1st, 2023.** Having first unveiled their ultra-exclusive OZLUCENT sneaker last year, adidas Originals and MRBAILEY return to present the latest stage in their ongoing exploration of natural forms.

Applying the extensive design and research approach that has underpinned his career, the collaborative creative endeavor has seen MRBAILEY undertake a four step journey of metamorphosis – adroitly exploring the connection between humans and the natural world, all-the-while viscerally reimagining adidas Originals’ OZWORLD DNA. Referencing the lifecycle of the aurelia moon jellyfish, the design process takes inherent cues from the marine animal’s form during its juvenile ephyra period.

For its second stage, MRBAILEY transforms the jellyfish-inspired OZLUCENT sneaker into the OZMORPHIS silhouette – dynamically translating the innate engineering of the natural world into a shoe that boasts elevated comfort and a uniquely contemporary aesthetic language. Sat atop an adiPRENE midsole, the silhouette’s upper is enveloped in a cocoon-like form – crafted using a TPU structure that encases an inner neoprene sox – appearing as if the jellyfish has fully taken over. The toe box, meanwhile, directly references the lappets used for aquatic movement by the water-borne creature.

Representing the latest iteration of MRBAILEY’s jelly-fish inspired OZWORLD metamorphosis, the OZMORPHIS sneaker launches globally on February 9th, and is available via Confirmed and select retailers.

**About MRBAILEY:**

A product designer by craft, MRBAILEY is the founder of innovative footwear design studio CONCEPTKICKS. London-based but nomadic by nature, the progressive creator’s practice specializes in an approach to footwear innovation that is distinctly speculative in thinking and undeniably boundary pushing in execution.

**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.