**adidas Announces The Inaugural Consortium Cup Global Sneaker Design Tournament**

**Herzogenaurach, February 14th, 2022** adidas presents the inaugural Consortium Cup – a first-of-its-kind four week long footwear design tournament with 16 of the world’s most iconic sneaker stores going head to head for the chance to be crowned champions.

Organized in a four round knockout format, the Consortium Cup follows as Overkill, Nice Kicks, Hanon, END., Xhibition, Footpatrol, Extra Butter, Bait, Commonwealth, BSTN, Kasina, HAL Studios, Politics, Carnival, Offspring, and Mita Sneakers compete in a series of sneaker design inspired challenges. With the Round of 16 focussing on adidas’ classic silhouettes, the Quarterfinal highlighting the Three Stripes’ basketball legacy, the Semi-Final exploring running innovation, and a top-secret Finale, each round is set to take on a specific theme related to the brand’s storied heritage.

Every Thursday the competition will open for 48 hours - everyone holding a Confirmed account will be able to vote for their favorite designs directly in the app. The store receiving the most votes in each matchup will progress deeper into the tournament. The winning shoe from each round will be produced in limited quantities and made available for purchase at a later date – with a total of 15 sneakers making it from concept to store shelves.

But that’s not all, throughout the duration of the tournament, Confirmed will play host to an array of content – from behind the scenes looks to gameday style analysis brought to you by Snoochie Shy and Craig Mitch.

Round one of the tournament kicks off on February 16th: tune into Confirmed to follow the action.

*The Consortium Cup: 30 designs, 16 stores, 4 rounds, 1 champion.*

**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.