**Global Launch: February 25th, 2023**

**adidas Originals and Bad Bunny Launch Campus Light**

**Herzogenaurach, February 22nd, 2022.** adidas x Bad Bunny returns with a new collaboration that is written in the stars. Inspired by astrology, constellations and signs, Bad Bunny and adidas launch a new silhouette that invites us to immerse ourselves in the confines of the zodiac, on a journey of self-discovery.

Campus channels the importance of energies and what we do with them, connecting us with our most genuine and emotional selves. The white appears as a clean canvas emulating the color of the stars and invites consumers to shine with their own light, illuminating those around us.

The campaign was inspired by the kinetic zodiac energies as Benito believes that the alignment of the stars combined with the force of the cosmos creates us and makes us unique beings. Benito, a Pisces, wanted to celebrate his sign while also representing each sign with their core elements of air, water, earth, and fire. The campaign tells the story through the basis of the four elements at their intersection with the three crosses - cardinal, fixed and mutable - celebrating the essence of each one and the characteristics that make them unique.

For CONFIRMED App users:

* As part of the drop, the first 50 users who register in CONFIRMED and purchase the new Campus, will have the opportunity to receive a reading of their Astral Chart by a recognized astrologer.
* Once users purchase the Campus and following registration of their birth data, the buyer will obtain a number to pick up their Astral Calendar at any adidas store.
* The first 10 people who register at CONFIRMED and purchase the Campus will receive a Bad Bunny-style hype editorial with their sign's predictions for this year, along with a small kit containing candles, incense, crystals and stones.
* Those who buy the Campus within the first month will also receive a Lace Locks Astral unique to them to bring their astral energy.

The out of this world new release is the eighth drop of adidas x Bad Bunny. The shoe will be available in-store, online, on the CONFIRMED app, BadBunny.com, and in the adidas flagship store starting February 25 and is priced at $160 USD.

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**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.

**About** [**Bad Bunny**](https://news.adidas.com/Tags?tags=Bad%20Bunny)

Bad Bunny is a multi-platinum recording artist and 3x GRAMMY winner, whose ability to break international barriers and dismantle cultural norms have made him a global icon of culture and entertainment. In 2022, a record-breaking year for the genre-defying star, he became the highest grossing artist for a calendar year in live events history, earning $435.2 million with over 2.4 million tickets sold across 81 shows. Dominating streaming platforms, Bad Bunny has been proclaimed the most listened to artist globally on Spotify for three consecutive years and was named 2022 artist of the year by Apple Music, which marked the first time a Latin artist received the recognition since the Apple Music Awards launched in 2019.

Furthering his legacy in 2022, Bad Bunny’s "Un Verano Sin Ti" became the first Spanish-language album to be nominated for Album of the Year for the GRAMMY awards and received countless recognitions from distinguished critics like The New York Times, Rolling Stone, and Pitchfork, among others. Bad Bunny also pushed his creative boundaries starring in “Bullet Train” alongside Brad Pitt. The superstar has already kicked off 2023 making history after being announced as the first Latin artist to headline Coachella. As if that weren’t enough, he will executive produce Netflix’s adaption of the New York Times bestselling novel They Both Die in the End.