



adidas Originals and BAPE® Celebrate 20 Years of Collaboration

Herzogenaurach, March 27th, 2023 - Starting with the 'Super Ape Star' in 2003, for two decades, adidas and BAPE® have made their mark in culture with a series of instantly recognizable collaborations. Now, coinciding with the Japanese brand's 30th anniversary and the 20th anniversary of their partnership, the Three Stripes and the iconic label have come together once again for a year-long celebration including five unique and highly anticipated product drops.

Over the course of the year, a flurry of BAPE® details and graphics will take over signature silhouettes as the two brands collide their respective archives to create unexpected takes on timeless looks.

Reigniting a partnership like no other, adidas Originals and BAPE® are set to kick off their celebrations with the launch of a new collaborative take on the Campus 80s sneaker. In typically playful fashion, the classic silhouette receives a BAPE® makeover as the BAPE STA™ appliqué replaces the Three Stripes normally found on one side of the shoe. Co-branded details, gold heel patches, and gold lace jewels complete the look, while a custom printed box seals the deal.

Announcing the arrival of the endeavor is an animated video that revisits BAPE® logos and signifiers as well as a host of key moments shared between the two brands over the years.

Kicking off on April 1st, fans of the partnership can expect a series of bold drops, content, and events over the coming months.



About BAPE®

Situated in the heart of Tokyo, one of the leading fashion hubs of the world, Nowhere Co., LTD. strives to introduce Japanese fashion culture to the world. Since the brand's establishment in 1993, it has remained as a symbol of street fashion for more than 30 years. Thus far, it has produced iconic design items, original patterns and characters such as the "Ape Head", "BAPE® Camo", "BAPE STA™", "Shark Hoodie" and "Baby Milo®" etc. It has now expanded into men's, ladies' and kid's line and is carried throughout stores in Japan and also sold in US, UK, France, China, and various Asian countries.

It has also created successful collaborations with established international brands and reputable artists. These collaborations are recognized as being genre less and flexible, not limited to fashion and apparel categories only.

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.