



Y-3 Presents: Spring/Summer 2023 Chapter 2

As adidas and Yohji Yamamoto usher in a new era of their industry-defining partnership, Y-3 returns to present its latest seasonal offering. Defiantly projecting a distinct vision of tomorrow, for Spring/Summer 2023 Chapter 2 the brand continues its lineage of renegade dynamism, boldly exploring the concept of "Technical Effortlessness". Recontextualizing its own signature archetypes, Y-3 subversively reimagines an array of garments, footwear, and accessories with highly functional details and silhouettes.

Inspired by the Japanese designer's own legacy of utilitarian workwear garments, Chapter 2 sees Y-3 revisit two core tenets of the brand's quintessential arsenal: outdoors ready design and functional detailing. Yohji's avant-garde sensibility takes on new meaning as technical effortlessness manifests in an apparel and accessories selection which is fervently brought to life through adaptable details – including fabric chords, snap buttons, straps, and asymmetric cuts.

The footwear offering then plays host to disruptive sneakers which experiment masterfully with form and function. Headlining the selection is the Y-3 TERREX SWIFT R3 GTX – in both a high and a low cut silhouette. Made for the outdoors, the dynamic form is crafted from a mix of neoprene, textile and rubber, and is finished with a waterproof GORE-TEX® membrane.

Accompanying the launch of Spring/Summer 2023 Chapter 2 is a campaign that builds on the narrative established in Chapter 1, continuing the journey through Japan and celebrating Y-3's origins. This time the hero visuals have been created in collaboration with Takashi Homma, taking inspiration from the famed artist's 'New Waves' body of work. A fitting ode to past and future, the coastal location brings Y-3's homeland to life for a serene and reflective meditation between land, sea, and sky.

Alongside the evocative stills, director Emily Okuda-Overhoff frames the campaign through beach scapes and greenery. Meanwhile the cult photographer Shoichi Aoki leaves his natural habitat of Harajuku and follows Y-3's journey to the coast, capturing the Chapter 2 lookbook in his inimitable style.

Marching fearlessly into the future, the second chapter of Y-3's Spring/Summer 2023 collection is available from April 7th on adidas.com/y-3, in Y-3 stores, and through select global retailers.

Credits

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#Y3

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