

## Information



**Launch: April 29, 2023**

## **adidas Originals and Bad Bunny continue the excitement of the Coachella Valley Music and Arts Festival**

**Herzogenaurach, April 24, 2023** – To celebrate Bad Bunny’s incredible performance and the shoe that left its mark on the Coachella Valley Music and Arts Festival, adidas x Bad Bunny return with the global launch of Campus Wild Moss to invoke the carefree feeling and mood of Spring.

Designed to give more color to the best season, the Campus Wild Moss represents all the essence and mystique of Benito, reflected in the wild moss green of the silhouette. Benito is a blooming expression, he is color. Colors at night vibrate at a different intensity. The night, like him, is an invitation to shine, show ourselves as we are and play to desire. All of his essence and mystique compose, like spring, a scene with a variety of colors in which you can never predict which one will be the next.

Signature shoes sparked by the creative vision of Bad Bunny. Contoured outsoles, Bold three stripes. And casual style for days. These adidas shoes uphold everything you love about class Campus footwear, but this time with the unmistakable look of a Bad Bunny collaboration.

Inspired by this color, the new Campus Wild Moss, arrives to reflect the essence of nature. A velvety suede upper takes on a soft, fuzzy feel offset by tonal details and a double-tongue design. The vibe rides on a chunky rubber outsole that rounds out the signature silhouette

This vibrant and unique new release is the ninth 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 April 29 following Coachella and is priced at \$160 USD.

adidas.com  
@adidasOriginals

### **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

## Information



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**

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.