**adidas Originals and Sporty & Rich Launch Second Collaborative Collection**

**Herzogenaurach, April 28th, 2023.** adidas Originals and the Los Angeles based label, Sporty & Rich, return to present their second collaborative collection centered on cutting through the chaos of modern life.

Advancing an approach to design that seeks to stand for an entire way of living, the collection continues the ethos of the collaboration – playing host to a carefully considered selection of footwear and apparel looks.

Vintage sportswear references abound as adidas Originals and Sporty & Rich reimagine archival pieces with elevated details in unisex sizing. The Samba OG Sporty & Rich returns in three colorways – white, blue rush and cream white – each coming replete with a pearl key-ring and arriving in a custom co-branded box. The apparel offering, meanwhile, comprises a t-shirt, a soccer jersey, a v-neck sweater, and a pair of shorts in cream, navy, and light blue colourways.

Communicating a holistic message of modern day rest and replenishment, the second adidas Originals x Sporty & Rich collection will be launching in May on CONFIRMED, on sportyandrich.com, and through select retailers.

**About Sporty and Rich:**

Founded by Emily Oberg in 2014, Sporty and Rich began as a mood board for life; a collection of images from past and present that represent a life surrounded by beauty. It soon expanded into a print magazine, covering design, iconic figures, creativity, and forgotten moments and places. Now, the brand offers a collection of simple, yet thoughtfully designed products that emphasize longevity over momentary relevance.

**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.