



adidas Originals Introduces Stan Smith Styled with Blue Version for Fall/Winter 2023

Herzogenaurach, June 7th, 2023- This season, adidas Originals breaks down the doors of luxury once again as the Trefoil styles its timeless court classic, the Stan Smith, with its pinnacle apparel collection, Blue Version. Made to be worn anywhere from city streets to rural plains, and everything in between, the brand with the Three Stripes draws on archival cues to project an inclusive vision of tomorrow.

An unending classic is reborn as the Fall/Winter 2023 Stan Smith footwear collection is highlighted by a series of updated takes on the original court trailblazer. First up, the Stan Smith CS reimagines the silhouette's signature cues with bold color palettes and a joyful edge. The Stan Smith Lux, meanwhile, takes all the hallmarks of the signature court classic and recontextualizes them with elevated materials and premium details. Finally, the signature Stan Smith returns in quintessential fashion, reborn for a new generation.

The Blue Version apparel offering, meanwhile, blends retro aesthetics and unexpected details in a dynamic give and take of expressive silhouettes. Key looks from the collection include: a bodysuit, a matching Bluebird Montreal Track Top and Track Pants set, and a duffle bag, as well as a flurry of caps, tops, and accessories.

The arrival of the collection is accompanied by a bold campaign which sees adidas Originals take over Mies van der Rohe's Barcelona Pavilion, subverting expectations and opening it up for all. Captured by Anton Gottlob and brought to life by the styling sensibility of Danielle van Camp, Blue Version's sporting codes and Stan Smith's timeless aesthetics are playfully juxtaposed against the modernist architectural icon's instantly recognisable structure.

The Fall/Winter 2023 Stan Smith styled with Blue Version collection is available on June 15th via adidas.com and selected adidas stores.

[\(INSERT MARKET SPECIFIC STAN SMITH LINK\)](#)

[\(INSERT MARKET SPECIFIC BLUE VERSION LINK\)](#)

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