**adidas Originals Continues its Celebration of BAPE®’s 30th Anniversary with a Collaborative take on the Iconic Campus 80s Sneaker**

**Herzogenaurach, June 26, 2023 -** This July, adidas Originals and BAPE® continue their anniversary celebrations with another reimagined take on an iconic Three Stripes classic. Marking the third release in a series of commemorative launches that reignites one of culture’s most revered collaborations, the limited edition BAPE® Campus 80s sneaker takes all the hallmarks of the archival favorite and updates them with a distinctive BAPE® twist.

Known the world over for its signature details, BAPE®’s updated take on the Campus 80s silhouette features a chocolate brown suede upper, custom Three Stripes and BAPE® lateral branding, Trefoil and BAPE-STA heel tabs, a custom ‘30’ lace jewel, and 30th anniversary tongue details.

Paying homage to the brand’s roots, the collaborative silhouette is framed in a visual campaign which revists the Japanese sneaker catalogs and magazines of the early 2000s. With each image exploring key product details and materials, the fictionalized editorial is a fitting ode to the past, present, and future of BAPE®.

Launching on July 1st, the limited edition BAPE® Campus 80s sneaker is available on CONFIRMED, via selected retailers, and on BAPE.com.

**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.