

**IVY PARK**

Exhibit the Discos of the Past and dance floors of the Present with IVY PARADISE – the newest Swim Collection from adidas x IVY PARK

Herzogenaurach, Germany – June 19th, 2023 – adidas and IVY PARK announce their collaborative swim and lifestyle collection: IVY PARADISE. The all-inclusive capsule pays homage to disco era nightclubs with a beachy, summer flair. Full of sequined silhouettes, lush velvet materials, and iconic IVY PARK Monogram prints IVY PARADISE is this summer's fashion must-have.

IVY PARADISE pushes the limits of athleisure and luxury by coupling bold sensuality with luxurious, durable fabrics. It takes swimwear from the sandy seas and onto the dance floor with versatility, comfort, and style.

This carefully curated capsule of cover-ups, swimwear, and accessories is designed for every physique and occasion. Sing your heart out at a music festival in a crop top or short set paired with a COZY pink sequin jacket for a shining finish. Later, shed the crystal mesh sarong wrap for a night swim in a reversible IVY PARK monogram bikini. Finally, end the day dancing until dawn, as you shimmer into the night.

The collection's inclusive sizing ranges from 3XS – 4XL with price points ranging from \$35 - \$350 USD. The line is available in adidas stores and online at [adidas.com/ivy park](https://adidas.com/ivy-park) on June 23rd and in select partner stores, globally.

The Campaign

IVY PARADISE is a daring and defiant escape through fashion. The iconic IVY PARK Monogram finds subversive, summer flair in sequins, mesh, and lush velvets. It is bold and confident in its versatility, whether splashing through the ocean's waves or gliding through a sea of bodies at the disco. Made with courageous self-expression in mind, IVY PARADISE is the rebirth of personal style, freedom, and fun in the summer sun.

The Collection

The collection is bold, confident, and sexy. It pairs the iconic IVY PARK monogram with sequins, fringe, and mesh in Cozy Pink, finding that perfect niche between modern fashion and the days of disco's past.

**IVY PARK****Notes to Editors**

The adidas x IVY PARK Ivy Paradise collection consists of:

- Fabrics & trims:
 - o Fringe
 - o Mesh
 - o Spandex
 - o Sequin
 - o Rhinestones
 - o Velvet

- Colorways:
 - o Brown Monogram
 - o Brown Monogram Multi
 - o Dark/Brown Cream
 - o Cozy Pink
 - o Mesa

- 31 Swim Styles
- 8 Accessories
- Inclusive Sizing: 3XS – 4XL

About Parkwood Entertainment

Parkwood Entertainment is a film and production company, record label, and management firm founded in 2010 by entertainer and entrepreneur Beyoncé. With offices in Los Angeles and New York City, the company houses departments in music, film, video, live performances and concert production, management, business development, marketing, digital, creative, philanthropy, and publicity. Under its original name, Parkwood Pictures, the company released the film Cadillac Records (2008), in which Beyoncé starred and co-produced. The company has also released the films Obsessed (2009), with Beyoncé as star and executive producer, the winner of the Peabody Award for Entertainment, Lemonade (2017), the Emmy®-nominated Homecoming: A Film By Beyoncé (2019), which documents Beyoncé's history-making performance at the Coachella Valley Music & Arts Festival in 2018, and the Emmy®-winning Black Is King (2020). Parkwood Entertainment produced The Mrs. Carter Show World Tour (2013-2014), The Formation World Tour (2016), and the aforementioned "Homecoming" performances at Coachella (2018) and co-produced the ON THE RUN Tour (2014) and ON THE RUN II (2018).

About adidas Originals

Inspired by the rich sporting heritage of adidas – one of the world's leading sports brands and a

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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.

For press inquiries please contact:

Beyoncé
Yvette Noel-Schure, yns@parkwood-ent.com

adidas
Andrew Wirch, andrew.wirch@adidas.com