



adidas Originals and Bad Bunny release the Response CL in Triple Black

Herzogenaurach, June 20, 2023 - adidas Originals x Bad Bunny surprises by introducing a new colorway to the Response CL family as part of their ongoing collaboration.

The new Triple Black, inspired by the concept of melted in all its forms, is the latest edition of the Response CL which redefines the classic style of the 2000s. Benito's take on the silhouette seeks to reinvent the world of running by taking it to the streets and achieving it in a way that only he knows how. The Triple Black shows us how the "melted" leather overlays represent the fluidity and freedom that characterizes our artist.

The brand with three stripes and Benito first collaborated on the Response CL silhouette in 2022, initially releasing it in "Yellow" and "Cream White" options. The latest Response CL release will be available in-store, online, on the CONFIRMED app, BadBunny.com, and in the adidas flagship store starting June 24 and is priced at \$160 USD.

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 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.