**adidas Originals Remixes an Icon with the Launch of the Superstar XLG Silhouette**

**Herzogenaurach, July 12th, 2023 –** First launched over 50 years ago, since its introduction in 1969, the adidas Superstar has become an icon in contemporary culture – continually serving as a platform for trailblazing creative figures. Fast forward over half a century, and the Trefoil is back to present a refreshed take on the ultimate classic. Designed to allow the next generation of game changers to move at the speed of culture, the Superstar XLG is a bold new canvas for self-expression and a tool to break free from stylistic conventions.

The original, remixed, the updated take on the classic Superstar sneaker stays true to the silhouette’s DNA, while recontextualizing it for a new era. Designed with a bold, high-rise look, the brand new Superstar XLG features a leather upper, an EVA sockliner, an elevated platform outsole, and a retooled shell-toe.

Helping to bring the refreshed silhouette to life is a dynamic campaign comprising a series of short films directed by Maria Sosa Betancor, stills captured by Javier Ruiz, and styling from Ahida Agirre. Traveling through a series of contemporary ‘cores’ – Cluttercore, Cybercore, and Streetcore – the campaign follows as a cast of creative figures finds their individual style with the Superstar XLG as their tool for optimistic self-expression.

A new take on an icon, the adidas Originals Superstar XLG launches globally on July 17th and is available on adidas.com as well as selected retail stores.

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