



CRAIG GREEN

adidas Originals and Craig Green Launch Two New Takes on the Iconic Stan Smith for Fall/Winter 2023

- Craig Green introduces the **CG BOOST STAN** and the **CG SPLIT STAN** -
 - Both silhouettes launch on September 14 -
- Each shoe respectfully disrupts the adidas icon through imaginative materials and constructions -

Herzogenaurach, September 11, 2023 – Having first been introduced during the label’s Spring/Summer 2023 show at Paris Fashion Week, this season, adidas Originals and Craig Green return to present two takes on the iconic Stan Smith shoe: the **CG BOOST STAN** and the **CG SPLIT STAN**. Relentlessly progressive in approach, each innovative silhouette takes the Trefoil’s inimitable DNA and reimagines it.

The **CG SPLIT STAN** sees Craig Green respectfully disrupt the heralded adidas icon as the familiar form is sliced in half with a middle rubber protrusion inserted between the two segments. Pushing the leather and rubber sneaker to new extremes, the **CG SPLIT STAN** arrives in three monochromatic colorways: white, black and khaki.

Bridging iconography from adidas’ past, present and future, the **CG BOOST STAN** rethinks the very nature of footwear tooling – with a die cut upper sat atop a midsole and foxing all composed entirely of BOOST material. The look is completed with Three Stripe perforations, printed Stan Smith logos on the tongue and printed Trefoil branding on the heel mustache, just like the original silhouette. The **CG BOOST STAN** launches in three colorways: white, black and silver.

A campaign created with long-time collaborator, Dan Tobin Smith, celebrates the design of each shoe: exploring the textural quality of the **CG BOOST STAN** while also oscillating between mirrored surfaces to highlight the dynamic lines of the **CG SPLIT STAN**.

Available on September 14, the adidas Originals and Craig Green **CG BOOST STAN** and **CG SPLIT STAN** shoes will be available through adidas.com, CONFIRMED, and via select retailers.

adidas.com/Craig_Green

@adidasOriginals

@craig__green

About Craig Green:

Craig Green MBE is a London-born designer globally respected for the ingenuity, functionality and freedom of expression in his work. Green founded his label in 2012, straight after graduating from the MA Fashion course at Central Saint Martins in London. His design principles have remained constant since, rooted in the beauty and humility of functional clothing. Each collection, Green uses signature pieces, such as the worker's jacket, as a launchpad for ideas that connect with deeply rooted emotion. Pieces from his collections are now in the permanent collection of the Costume Institute of the Metropolitan Museum of Art in New York, and the Victoria & Albert Museum in London, and Green has been named British Menswear Designer at the Fashion Awards in 2016, 2017 and 2018.

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.