**ADIDAS COLLABORATES WITH MARVEL, SONY INTERACTIVE ENTERTAINMENT AND INSOMNIAC GAMES FOR *MARVEL’S SPIDER-MAN 2* GAMING-INSPIRED PETER PARKER ADVANCED SUIT AND VENOM COLLECTION**

A red and blue shoe in the air

Description automatically generated A red and blue shoe

Description automatically generated

* The collaboration brings together gaming and style ahead of the much-anticipated *Marvel’s Spider-Man 2* video game, releasing October 20 for the PlayStation®5 console.
* This is the first Spider-Man-inspired collection from adidas featuring training footwear and apparel.

**PORTLAND, Ore. (October 12, 2023)** – Today, adidas is coming together with Marvel, Sony Interactive Entertainment and Insomniac Games to reveal the adidas Peter Parker Advanced Suit and Venom collection, inspired by the latest installment of Marvel’s franchise video game series, *Marvel’s* [*Spider-Man 2*](https://www.marvel.com/games/marvels-spider-man-2)*,* releasing on October 20 for the PlayStation®5 console.

The graphics of the Peter Parker Advanced Suit and Venom collection depict the moment Parker’s Advanced Suit 2.0 is overtaken by the Venom symbiote. The collection features a variety of training footwear and apparel including Ultraboost J and Ultra 4D sneakers, the adizero 12.0 football cleat, sweatshirts, compression tights and more made for gamers and athletes alike. adidas products can also be seen on the citizens of Marvel’s New York in game.

**Shane Jochum, senior director of market strategy and partnerships at adidas, said:** “*We’re incredibly proud of this unique collaboration which reaches both gamers and athletes by telling Peter Parker’s story in a style that we know so many fans know and love. The connection between Marvel’s Spider-Man 2 and this collection is so special and allowed us to really play with so many design aspects of Marvel’s New York, on apparel and in game. It’s been amazing to see the creative design come to life within the new video game, and we’re excited to see athletes and fans game in style.”*

The Peter Parker Advanced Suit and Venom collection will be available to purchase globally from October 20 via the adidas app, [online](https://www.adidas.com/us/marvel), in stores and selected retailers.

For further information, please visit adidas.com/us/marvel or follow @adidasFBallUS on X and Instagram to join the conversation.

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**About adidas**

adidas is a global leader in the sporting goods industry. Headquartered in Herzogenaurach/Germany, the company employs more than 59,000 people across the globe and generated sales of € 22.5 billion in 2022.

**About Marvel Entertainment**

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world’s most prominent character-based entertainment companies, built on a proven library of more than 8,000 characters featured in a variety of media for over eighty years. Marvel utilizes its character franchises in entertainment, licensing, publishing, games, and digital media. For more information visit marvel.com. © 2023 MARVEL

**About Sony Interactive Entertainment**

Sony Interactive Entertainment pushes the boundaries of entertainment and innovation, starting from the launch of the original PlayStation in Japan in 1994. Today, we continue to deliver innovative and thrilling experiences to a global audience through our PlayStation line of products and services that include generation-defining hardware, pioneering network services, and award-winning games. Headquartered in San Mateo, California, with global functions in California, London, and Tokyo, and game development studios around the world as part of PlayStation Studios, we believe that the power of play is borderless. Sony Interactive Entertainment is a wholly owned subsidiary of Sony Group Corporation.  For more information about our company, please visit[SonyInteractive.com](http://sonyinteractive.com/). For more information about PlayStation products, please visit [PlayStation.com](https://www.playstation.com/).

**About Insomniac Games**

Insomniac Games has created and developed award-winning video game franchises for nearly 30 years. It is best known for developing PlayStation smash-hits such as *Marvel's Spider-Man* (2018) and *Marvel's Spider-Man: Miles Morales* (2020). *Marvel's Spider-Man 2* is set to launch worldwide on October 20, 2023, exclusively for PlayStation 5. Insomniac has also created iconic PlayStation franchises such as *Spyro the Dragon* (1998), *Ratchet & Clank* (2002) and *Resistance* (2005). In 2019, Insomniac joined Sony Interactive Entertainment within the PlayStation Studios family. More information about Insomniac Games can be found at [https://insomniac.games](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Finsomniac.games%2F&data=05%7C01%7CAshley.Frey%40adidas.com%7Cbb3abe6cb3e043b14f6608dbc6a61bb9%7C3bfeb222e42c4535aaceea6f7751369b%7C0%7C0%7C638322189047480869%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=9emG1LDn17WhRElapAGIxGPXpPlTDluRmoOhmJ016Fg%3D&reserved=0).