

**adidas and Yohji Yamamoto Present the Avant-Garde Inspired**

**Y-3 GENDO Sneaker**

adidas and Yohji Yamamoto collaborate once again to present one of their most innovative and daring silhouettes to date – the Y-3 GENDO. The progressive sneaker takes a fully hollowed out TPU plate that was first created by the adidas innovation team as a performance midsole. The combination with the iconic Superstar model results in an expressive, dynamic, form that emerges as the pinnacle expression of the collision between Yohji Yamamoto and the Three Stripes’ aesthetics.

The Y-3 GENDO Sneaker was first unveiled on Yohji Yamamoto runway show and explore boldly experimenting with the idea of negative space concept and elevation, the progressive silhouette itself features a fully hollowed out hard polymer plate and a premium leather upper. Bringing adidas’ archive to the fore, the Y-3 GENDO Superstar combines the futuristic midsole plate with a one-to-one Superstar upper, while the Y-3 GENDO ProModel features a high-top Pro Model upper and swaps out a more conventional lacing system for an expressive zip closure.

Arriving on October 21st, the **Y-3 GENDO PRO MODEL** and the **Y-3 GENDO SUPERSTAR** are available globally at Yohji Yamamoto Boutiques, theshopyohjiyamamoto.com, adidas.com/y-3, on CONFIRMED, in store, and through select retailers.

adidas.com/Y-3

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@adidasy3 Footwear Campaign

Photography: @oscarfosterkane

Set Design: @phoebe\_shakespeare

Produced by: @faragoproject