# adidas Originals and Edison Chen

# Announce Global Partnership

# *Inaugural Collection Revealed at the CLOT SS24 Fashion Show during*

# *Shanghai Fashion Week*

**Shanghai, China, October 13, 2023 -** adidas Originals and Edison Chen announce their global partnership, adidas Originals by Edison Chen, as Chen makes his return to the brand to begin a new era of collaboration that will redefine creative innovation and build a cultural legacy for the future.

Chen is the Founder and Creative Director of global lifestyle brand CLOT, which is celebrating its 20th anniversary this year. After moving from Vancouver to Hong Kong in his youth, the clash of East meets West began for him as he adapted to the exposure to different cultures. His experiences and new perspectives opened his eyes to globalism and started to lay the foundation for what would eventually become CLOT.

For his partnership with adidas Originals, Chen will bring an innovative vision and creative prowess to introduce exclusive collaboration styles, leveraging adidas’ extensive archive and history in the process. With a focus on fostering cultural exchange between the East and West, adidas is partnering with Chen to introduce collections that push boundaries and defy the norms with his thought-provoking designs. This partnership will foster a future pipeline of creators with multi-faceted talent, knowledge and vision for the brand's future. The collaboration is a testament to both partners’ global credibility in fashion, music, and retail to act as a catalyst for cultural connection worldwide.

“With adidas, we’re creating to inspire. I think the ability to freely create something is one of the reasons why I do this. My whole aesthetic, especially in the past few years, has fully transformed. I haven’t had the chance to create through that lens yet, which is why this collaboration is exciting and nerve-wracking for me because we’re heading in that direction through this partnership. I’m coming in with a new inspiration. I spent the summer in Europe immersing myself in the Adidas brand, which gave me a new point of view. The new EDC vibe is more chic than street. After the 20th year, I’m more excited than ever.” -- Edison Chen

The CLOT SS24 Fashion Show encompassed a unique community of young designers, collaborators and friends to tell a story about the throne and who will be the next in line - a metaphor that it can be anyone.

Celebrating the shared commitment to creative innovation between adidas Original and Edison Chen, the “Change The Generation” collection explores three distinctly different styles ranging from ultra-lifestyle to formal dress and active/streetwear bringing to life a collection that can be explored individually as well as a collision of the three lifestyles together.

Pieces from the collection will start becoming available in January 2024.

www.adidas.com

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**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 Edison Chen

## Edison Chen is a leading cultural force internationally thanks to his all-encompassing approach towards fashion, art, music and more. Since breaking out in 2000, he has starred in some of Hong Kong’s most influential films, as well as building a successful career in the music industry. Never one to rest on his laurels when it comes to creative expression, Edison founded CLOT in 2003 as a Hong Kong-based streetwear label with the aim of bridging the East and the West through thoughtfully designed apparel and goods. As CLOT’s Creative Director, Edison has crafted a uniquely recognizable aesthetic that seamlessly marries Chinese traditional motifs with contemporary streetwear, in the process partnering with esteemed international brands to create sold-out collaborative designs.

## Under Edison’s tenure, CLOT has also spun off into CLOTTEE, a diffusion line inspired by the energy of the newer generations, and JUICE STORE, an all-encompassing fashion and lifestyle store that maintains a presence in Hong Kong, Shanghai, Taipei, Chengdu, Guangzhou, and Los Angeles. CLOT has also previously exhibited at New York and Paris Fashion Week.

**About CLOT®**

First established in 2003, CLOT is a pioneering streetwear label and the brainchild of Edison Chen. Conceived from the desire to bridge East and West through thoughtfully-designed apparel and goods, the brand takes its Chinese roots to a worldwide stage, modernizing, reinterpreting, and splices motifs from traditional Chinese culture with bold graphics, exaggerated silhouettes, and a dynamic energy reflective of the new youth of Asia. CLOT has since partnered with leading global brands in various genres to create sold-out collaborations, solidifying its international presence in the process.

CLOT's vision for a borderless culture of streetwear is further manifested in JUICE, a fashion and lifestyle retailer that expresses an all-encompassing aesthetic through its curation of apparel, home goods, and more. Located in major cities around the world, JUICE can be found in Hong Kong, Shanghai, Chengdu, Guangzhou, Taipei, Taichung, Los Angeles, and online.