**adidas and KoRn Celebrate their Past, Present, and Future, with a Stunning New Collaborative Partnership**

**Herzogenaurach, October 19th, 2023 -** This October, adidas Originals and KoRn join forces to celebrate a trailblazing legacy with a new collaborative partnership and collection. With an enduring and potent, cultural impact that extends far beyond music, KoRn has continued to influence styles and scenes across the globe.

When pioneering California-based alt metal band, KoRn, emerged onto the scene 30 years ago, they broke away from the genre’s established aesthetic codes, and paved the way for a new generation of fans by sporting classic Three Stripes adidas tracksuits. Never ceasing to challenge normal convention, KoRn and the Trefoil have maintained a long standing relationship over the years through an authentic connection that was later immortalized by the band’s 1996 song, “A.D.I.D.A.S.”

The inaugural adidas Originals and KoRn collaborative collection features a selection of bold styles inspired by their 1996 album, *Life Is Peachy*. The collection comprises two graphic t-shirts, a Three Stripes hoodie with the band’s logo on the front, and two signature takes on the quintessential adidas Originals tracksuit – one in black with white accents and one with purple sequins.

The footwear collection features a custom take on the chunky Campus 00s silhouette and a daring update to the Supermodified sneaker. Both looks boast a suite of unique details including graphic insoles, spare laces, KoRn logos, a guitar pick keychain, and a co-branded box.

Arriving on October 27th, the first adidas Originals and KoRn collection is available on CONFIRMED, [adidas.com](https://www.adidas.com/us/y_3), and via select retailers.

**About KoRn**

[KoRn](https://kornofficial.com/) changed the world with the release of their self-titled debut album. It was a record that would pioneer a genre, while the band’s enduring success points to a larger cultural moment. The FADER notes, “*There was an unexpected opening in the pop landscape and Korn articulated a generational coming-of-angst for a claustrophobic, self-surveilled consciousness. Korn became the soundtrack for a generation’s arrival as a snarling, thrashing, systemically-restrained freak show*.”

Since forming, Korn has sold more than 40 million albums worldwide, collected two Grammys, toured the world countless times, and set many records in the process that will likely never be surpassed. Korn has continued to push the limits of the rock, alternative and metal genres, while remaining a pillar of influence for legions of fans and generations of artists around the globe.

The level of Korn’s reach transcends accolades and platinum certifications. They are “*a genuine movement in a way bands cannot be now,*” attests The Ringer. They represent a new archetype and radical innovation, their ability to transcend genre makes barriers seem irrelevant.

**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 the 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.