**adidas Originals x Bad Bunny Release Response CL**

**Herzogenaurach, October 23, 2023 -** Bad Bunny x adidas put an exciting twist on an iconic silhouette with the launch of the Response CL. This design, full of surprises, is a reflection of the talented artist’s vision and passion.

Benito always seeks a different angle and way to tell a story. When he feels comfortable in a space, he moves with The Paso Fino, that unique, elegant, and confident walk, towards the unknown because that's where he can discover something new, and in that revelation, surprise us all.

This drop, inspired by a Western universe, is a reinterpretation through Benito's style, using the desert as a territory that offers infinite possibilities. It is a seemingly distant place, but one that transforms and takes on new meaning for those who can perceive its full potential.

The Response CL colorway evokes the arid tones of the land, with a palette of browns in various shades and touches of deep purple. The textures and lines characteristic of the mountains are masterfully intertwined while maintaining maximum comfort and support, including the classic Response CL rubber outsole, three stripes and characteristic Benito's eye.

The latest iteration of adidas Originals x Bad Bunny brings us one step closer to an artist who, in pursuit of telling a story, is not afraid of the uncertain. Benito invites you to embrace The Paso Fino with him - that unique, elegant, confident walk - and move towards the unknown with him, because it is there that you can discover something new.

It's time to explore the unexplored, to go beyond what you've already seen and reveal what's behind. Are you ready to see the unseen?

In this main campaign film, featuring Bernie as our main character representing the vaquero, we see the kid from the trailer now turned into a real cowboy, and through the voice of his brother, Benito, we understand how he became this man who walked his own path to become who he is today, inviting us to explore the unexplored to see the unseen and create the new.

The new Response CL will take center stage in this story, replacing the boots from the trailer.

This latest adidas Originals x Bad Bunny collab brings us one step closer to an artist who, in his interest to tell a unique story, is not afraid of the uncertain. Benito invites you to feel comfortable in any environment, to embrace and move into the unknown with him, because that's where you can discover something new.

The new Response CL will be available in stores, online, on the CONFIRMED app, at BadBunny.com and at the adidas flagship store starting October 28 and is

priced at $160 USD.

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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** [**Bad Bunny**](https://news.adidas.com/Tags?tags=Bad%20Bunny)

Bad Bunny is a multi-platinum recording artist, multiple Latin GRAMMY® and GRAMMY® winner, who consistently manages to break international barriers and dismantle cultural norms, becoming a global icon of culture and entertainment. In 2021, he was named one of Billboard’s 10 most popular superstars in the world and earned the title of the #1 Latin artist of the year for a third consecutive year. In addition, after amassing an impressive more than 9.1 billion streams, he became the only Latin artist who, for two consecutive years, has been proclaimed the most listened to artist globally on Spotify – all of this without releasing a new album.

In 2022, his tour "El Último Tour del Mundo" became the most globally successful tour of current times, selling out its 35 functions and breaking sales and attendance records. On the heels of his global success he released a new album, "Un Verano Sin Ti," which became the second all-Spanish album to reach number 1 on the Billboard 200 Chart. The first album to accomplish this was Bad Bunny's "El Último Tour del Mundo." The album earned 356.66 million on-demand official streams in its premiere week, registering the largest streaming week ever for a Latin music album; it also set a record by posting its 24 songs on Billboard's "Hot Latin Songs." Currently, the megastar just kicked off his first stadium tour across the U.S. and Latin America, setting the record for the highest-grossing concert in each of the venues he has performed so far and the highest-grossing concert by a Latin act.