**adidas Originals and Sporty & Rich Launch Third Collaborative Collection**

**Herzogenaurach, November 7th, 2023.** This season, adidas Originals and the Los Angeles based label, Sporty & Rich, return to present their third collaborative collection. Building on the aesthetic language established in previous seasons, the latest collection plays host to a considered selection of footwear and apparel looks – including elevated takes on signature adidas silhouettes.

An ode to vintage aesthetics and a celebration of holistic rest and replenishment, the Samba OG Sporty & Rich returns in two quintessential colorways: white with burgundy accents and white with mustard yellow accents. Each sneaker then comes replete with a pearl key-ring and arrives in a custom co-branded box.

In addition, the latest adidas Originals x Sporty & Rich collection sees the brand’s founder, Emily Oberg, turn her creative lens to the original court classic – the Stan Smith. Arriving in an all-white make-up and swapping out the sneaker’s classic leather upper for a canvas construction, the Stan Smith Sporty & Rich features green accents, including a Trefoil on the lateral and Sporty & Rich lettering on the tongue. Just like the Samba OG, each pair comes with a pearl key-ring and a co-branded box.

The third adidas Originals x Sporty & Rich collection launches on November 10th on CONFIRMED, on sportyandrich.com, and through select retailers.

**About Sporty and Rich:**

Founded by Emily Oberg in 2014, Sporty and Rich began as a mood board for life; a collection of images from past and present that represent a life surrounded by beauty. It soon expanded into a print magazine, covering design, iconic figures, creativity, and forgotten moments and places. Now, the brand offers a collection of simple, yet thoughtfully designed products that emphasize longevity over momentary relevance.

**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.