

**adidas and Yohji Yamamoto Introduce the Y-3 KYASU Sneaker**

This season, adidas and Yohji Yamamoto continue to subvert sporting codes with the introduction of the stripped back Y-3 KYASU sneaker. First unveiled on the runway during Yohji Yamamoto’s presentation at Paris Fashion Week in March 2023, the Y-3 KYASU is a raw, minimalist, expression of the intersection between adidas’ sporting heritage and the Japanese designer’s renegade approach.

Beginning as an attempt by the Y-3 design team to create a shoe that resembled an adidas Superstar cast in concrete, the Y-3 KYASU, seeks to challenge the conventions of footwear design. The boundary-pushing silhouette itself features a decidedly minimal construction comprising only a rubber shell-toe, an exaggerated PU midsole, a suede upper, and laces. Lacking an insole or strobel, the upper is stitched directly onto the soft, lightweight, midsole, for a stark and brutal yet expressive look.

With an entirely collapsible upper and due to its thick, brick-esque outsole, the Y-3 KYASU can be stood vertically – offering a striking silhouette that viscerally encapsulates Yohji’s avant-garde design vision.

A fearless exercise in minimalist design, the **Y-3 KYASU** arrives in both a high and a low cut execution, and is available globally at [*adidas.com/y-3*](http://www.adidas.com/y-3), on [CONFIRMED](https://www.adidas.com/us/confirmed), in store, and through select retailers.

adidas.com/Y-3

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