**adidas Originals and Highsnobiety**

**Announce Collaborative HIGHArt Campus Sneaker**

**Herzogenaurach, November 30th, 2023 –** This December, adidas Originals and the fashion, design, and culture platform, Highsnobiety, join forces once again to launch the limited-edition HIGHArt Campus sneaker.

HIGHArt is Highsnobiety’s online curation of product and stories inspired by the intersection of art and style.

Inspired by a blank canvas, the co-created Highsnobiety HIGHArt Campus sneaker features an off-white mixed material upper – blending canvas, nubuck, and suede – with two toned laces, frayed overlays, co-branded sock-liners, and printed logos on each tongue. Rounding out the look, each pair boasts a branded foil wrap around the outsole which is designed to be removed before wearing and arrives in a custom co-branded box with a one-off canvas tote bag.

As well as the custom sneaker, the limited-edition collection also comprises a collection of Highsnobiety in-house designed pieces including a panel canvas painter jacket, ball cap and tote bag — all inspired by the blank canvas theme.

The release is accompanied by new visuals centering Los Angeles-based artist Spacebrat, Jasmine Monsegue, here photographed by Sofia Kerpan and filmed by Jazmin Garcia.

Arriving on December 6th, the Highsnobiety HIGHArt Campus are available on CONFIRMED, adidas.com , Highsnobiety’s iOS App, at the Highsnobiety Shop and via selected retailers.

@adidas

**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.

**About Highsnobiety**

Highsnobiety is a brand dedicated to a new generation of cultural pioneers. Our mission is to discover and champion the best our culture has to offer, connect people through our love of style, and amplify a community of emerging creators. Always ahead of the curve, Highsnobiety is dedicated to discovering what’s next.

Founded in 2005 by CEO David Fischer, Highsnobiety is a global business headquartered in Berlin with offices in New York, Los Angeles, London, Amsterdam, Paris, Milan and Tokyo. We are a digital media and cultural consultancy at the intersection of style, art, design and technology, providing a platform for the brands and people we are passionate about.