**adidas Originals Dives into the Archive to Present the “2000 Running” Collection**

**Herzogenaurach, January 17th 2023 -** This season, adidas Originals dives into the archive to (re)introduce the 2000 Running collection. Comprising one-to-one remakes of some of the millennium’s most iconic running silhouettes, alongside a brand new look, the collection defiantly connects an era now, to an era then.

Three distinct silhouettes – relics of yesteryear, reborn for today – make up the selection. First, the brand new Ozmillen sneaker takes inspiration from the iconic Ozweego, drawing on the unmistakable aesthetics of the timeless 2000s era with metallic overlays, mesh uppers, and a two-tone color palette, infusing modern day Adiplus cushioning to take the past firmly into the future. Next, the Response CL pays home to the experimental spirit of our archive, boasting ventilating mesh segments, synthetic elements, a raw two-tone color palette, and an EVA cushioned midsole. Rounding out the selection is the adiStar Cushion – one of the most recognizable silhouettes of the 2000s. As futuristic now as it was back then, the sneaker features a breathable mesh upper, reflective details, metallic elements, and Adiprene cushioning.

Accompanying the launch of the collection is a campaign entitled “Two Thousand Stories” which pairs two era-defining creatives from today and yesterday to tell the timeless story of adidas’ place in culture. Culminating in a dynamic visual conversation, British photographer Ewan Spencer, who rose to prominence in the late 90s and early 2000s, and contemporary image maker Sophie Jones, come together to capture a cross-generational cast. The result: Two Era’s. Two Photographers. Two Generations. One Campaign.

Launching on January 22nd, the adidas Originals 2000 Running collection will be available on adidas.com, through adidas stores, and via select retailers.

**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.