

**adidas and Yohji Yamamoto Present the Y-3 S-GENDO RUN Sneaker**

Having unveiled the first iteration of the GENDO series in 2022, this season adidas and Yohji Yamamoto introduce the Y-3 S-GENDO RUN which advances the spirit of its predecessor, blending the past with the future for a daring new silhouette.

Drawing on the conceptual impetus of Chapter 1 of Y-3’s SS24 collection – exploring a world in which the duality between the organic and the synthetic produces unexpected beauty – the sneaker’s hollow plate boldly experiments with the idea of negative space and elevation. With nods to the Japanese concept of ‘Ma’ in which empty space creates deeper meaning and shape, the silhouette is a defiant expression of the *Contra-Natural* spirit.

Innovative in design, with an unrivaled commitment to comfort, the Y-3 S-GENDO RUN is built by merging the advanced midsole technologies of the latest adidas running models with the aesthetic heritage of the brand’s archival trainers. A sport-inspired breathable mesh, suede and leather upper sits atop a Lightstrike midsole and a hollow Pebax® plate (incorporating a poured-in EVA element), creating an undeniably stark silhouette.

The look is then completed with an expressive outsole which plays host to a dynamic juxtaposition of ideas as the seasonal floral graphic and herringbone tread sit in contrast, connecting yesterday to tomorrow, new technologies to those of old.

adidas.com/Y-3

#Y3

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