**adidas and Yohji Yamamoto Introduce their latest Y-3 Atelier Collection**

**Herzogenaurach, March 14th, 2024**, adidas and Yohji Yamamoto return to present their second Y-3 Atelier collection, which boldly expresses the label’s DNA by fusing craftsmanship of Yohji Yamamoto and innovation of adidas.

Conceptualized as the most crystalised execution of Y-3’s vision, the exclusive Y-3 Atelier apparel and footwear line is an elevated craft-focused offering that advances an approach to production drivpinen by skill and undeterred dedication.

For its second collection, Y-3 Atelier introduces a suite of elegantly tailored pieces which blend adidas’ performance heritage with Yohji Yamamoto’s avant-garde design vision. The collection takes original Yohji Yamamoto and Yohji Yamamoto POUR HOMME designs that are from the runway show and recreates them in fully seam sealed waterproof 3-layer GORE-TEX® material constructions, while maintaining the signature silhouette of the original designs. Featuring extended seams and flap pockets, the selection of monochromatic black vests, coats, parkas, blousons, jackets, and blazers comes replete with reflective logos – reframing the signature Yohji Yamamoto aesthetic for an entirely new context.

Accompanying the launch of the collection is a series of still images captured by photographer Thue Nørgaard which convey the inherent dynamism of each piece.

Launching on March 15th, the latest Y-3 Atelier collection is available through select Yohji Yamamoto & Yohji Yamamoto POUR HOMME stores, WILDSIDE YOHJI YAMAMOTO online & store, via a curated selection of global retailers and in Y-3 stores.

adidas.com/Y-3

#Y3

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**About Y-3 Atelier**

Introduced to mark the 20th anniversary of adidas and Yohji Yamamoto’s enduring partnership, Y-3 Atelier is the brand’s new pinnacle expression. Conceptualized as the most crystalised execution of Y-3’s vision, the exclusive apparel and footwear line is a dedicated offering that is set to boldly explore each season’s unique narrative arc. Highlighting a craft focused creation process, Y-3 Atelier eloquently channels an avant-garde spirit – advancing an approach to production driven by skill and undeterred dedication. In fearless pursuit of perfection and innovation, each offering from the Y-3 Atelier uses patterns that have been faithfully recreated from one-of-a-kind Yohji Yamamoto and Yohji Yamamoto POUR HOMME runway pieces.

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