



## **adidas Originals by Edison Chen, Second Global Collaboration Drop: CLOT Superstar**

**Herzogenaurach, Germany - April 08, 2024** - adidas Originals and Edison Chen announce the CLOT Superstar by Edison Chen in black, the second global footwear drop in their collaboration. This release is a continuation of an inner journey that encourages us to step up our fashion game and mature our style, inspired by Edison's own artistic journey.

Designed as a modern spin on the Superstar and inspired by classic suiting, The CLOT Superstar by Edison Chen was first seen during CLOT's runway show in Shanghai Fashion Week, and is now reimagined in black. Keeping the essence of tailoring but updated with sleek details, the new style is perfect for wearing in your neighborhood or on a wild adventure; from a cool speakeasy to a cozy bookstore or a chic runway. The iconic shell toe is reimagined with finely crafted hand-stitched ridges in premium leather for a modern twist. The midsole and outsole now sport a unique ripple sole, a visible black EVA wedge, and a classy leather welt. The pristine black hue is accentuated by contrasting white adidas stripes and logo embellishments.

Made to wear in far off locales, the CLOT Superstar by Edison Chen is designed with sophistication at the forefront, bringing forth a new level of elegance, where a sneaker becomes a collectible piece of footwear. This collaboration embodies the timeless intuition of traditional suiting juxtaposed against sportswear functionality. Edison Chen's vision and eye for ingenuity is seen prominently through the collection's footwear offering.

The "Black Superstar" campaign takes you on a personal journey, allowing you to immerse yourself into the House of Edison Chen alongside DPR Ian, Joyce Wrice, and Brent Faiyaz. Their thoughts, memories, and reflections bring the new collab's silhouette to life, introducing a new perspective of EDC's House to the whole community. Heritage is honored throughout this campaign and connects you to a variety of cultures.

Continue embarking on the cultural journey with adidas Originals and Edison Chen's CLOT Superstar Black by exploring the passion, motives, and perspectives that define Edison Chen's world.

The CLOT Superstar by Edison Chen in black will be available in-store, online at [adidas.com/edisonchen](https://adidas.com/edisonchen), and through the CONFIRMED app beginning April 8, 2024 and is priced at \$200 USD.

[adidas.com/edisonchen](https://adidas.com/edisonchen)

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### **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 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 Edison Chen**

Edison Chen is a leading cultural force internationally thanks to his all-encompassing approach towards fashion, art, music and more. Since breaking out in 2000, he has starred in some of Hong Kong’s most influential films, as well as building a successful career in the music industry. Never one to rest on his laurels when it comes to creative expression, Edison founded CLOT in 2003 as a Hong Kong-based streetwear label with the aim of bridging the East and the West through thoughtfully designed apparel and goods. As CLOT’s Creative Director, Edison has crafted a uniquely recognizable aesthetic that seamlessly marries Chinese traditional motifs with contemporary streetwear, in the process partnering with esteemed international brands to create sold-out collaborative designs.

Under Edison’s tenure, CLOT has also spun off into CLOTTEE, a diffusion line inspired by the energy of the newer generations, and JUICE STORE, an all-encompassing fashion and lifestyle store that maintains a presence in Hong Kong, Shanghai, Taipei, Guangzhou, and Los Angeles. CLOT has also previously exhibited at New York and Paris Fashion Week.

### **About CLOT®**

First established in 2003, CLOT is a pioneering streetwear label and the brainchild of Edison Chen. Conceived from the desire to bridge East and West through thoughtfully-designed apparel and goods, the brand takes its Chinese roots to a worldwide stage, modernizing, reinterpreting, and splices motifs from traditional Chinese culture with bold graphics, exaggerated silhouettes, and a dynamic energy reflective of the new youth of Asia. CLOT has since partnered with leading global brands in various genres to create sold-out collaborations, solidifying its international presence in the process.

CLOT’s vision for a borderless culture of streetwear is further manifested in JUICE, a fashion and lifestyle retailer that expresses an all-encompassing aesthetic through its curation of apparel, home goods, and more. Located in major cities around the world, JUICE can be found in Hong Kong, Shanghai, Guangzhou, Taipei, Taichung, Los Angeles, and online.