**adidas Originals and KoRn Launch Second Collaborative Collection**

**Herzogenaurach, May 8th, 2024 -** Following the launch of the successful inaugural collaborative collection in late 2023, adidas Originals and pioneering California-based alt metal band, KoRn, link up once again to present a daring selection of footwear, apparel, and accessories.

Drawing on the band’s irreverent style and love for sporting classic Three Stripes adidas tracksuits, the collection is highlighted by a green sequined track top and matching track pants replete with co-branded details, exclusive to the Korn web-store. The apparel and accessories offering is then completed by a long sleeve graphic Tee with Three Stripes on the sleeves, three pairs of socks, and a cap which bears the KoRn logo and Three Stripes detailing.

Continuing to celebrate and advance an enduring legacy of trailblazing cultural impact, the footwear selection comprises custom takes on the Campus 2 silhouette and a bold update to the Supermodified sneaker. The chunky Campus 2 look is updated with a furry suede upper and hidden KoRn details, while the KoRn web-store exclusive Supermodified silhouette features striking bright green accents. The colorways of both sneakers draw on the aesthetic codes of sought-after vintage KoRn t-shirts released during the album cycle of *Follow the Leader.* In addition, both looks boast a suite of unique accompaniments including graphic insoles, spare laces in multiple colorways, a set of chunky laces, a collection of four stickers, a guitar pick keychain, and a co-branded tour-style box.

Arriving on May 15th, the second adidas Originals and KoRn collection is available on [INSERT MARKET LINK] CONFIRMED, adidas.com, Korn web-store and via select retailers.

**About KoRn**

[KoRn](https://kornofficial.com/) changed the world with the release of their self-titled debut album. It was a record that would pioneer a genre, while the band’s enduring success points to a larger cultural moment. The FADER notes, “*There was an unexpected opening in the pop landscape and Korn articulated a generational coming-of-angst for a claustrophobic, self-surveilled consciousness. Korn became the soundtrack for a generation’s arrival as a snarling, thrashing, systemically-restrained freak show*.”

Since forming, Korn has sold more than 40 million albums worldwide, collected two Grammys, toured the world countless times, and set many records in the process that will likely never be surpassed. Korn has continued to push the limits of the rock, alternative and metal genres, while remaining a pillar of influence for legions of fans and generations of artists around the globe.

The level of Korn’s reach transcends accolades and platinum certifications. They are “*a genuine movement in a way bands cannot be now,*” attests The Ringer. They represent a new archetype and radical innovation, their ability to transcend genre makes barriers seem irrelevant.

Korn will be touring Europe this summer and North America this fall. Tickets available [HERE](https://kornofficial.com).

**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.

MARKET LINK

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