**adidas Originals and Sporty & Rich Channel Retro Running Culture with their Collaborative Take on the SL72 Sneaker**

**Herzogenaurach, November 19th, 2024.** adidas Originals and Sporty & Rich have come together once again to introduce their latest collaborative footwear collection. Inspired by the timeless energy of the 70s, the Emily Oberg led brand brings its distinct aesthetic lens to the SL72 silhouette in three carefully curated colorways.

A deep cut homage to the archive, reborn for the streets of today, the adidas Originals SL72 Sporty & Rich features a nylon upper with suede overlays and leather stripes. High contrast colors and era defining palettes then complete the look in signature style.

For sport, for leisure, for play, for always. The adidas Originals SL72 Sporty & Rich launches on November 23rd on sportyandrich.com and is available on November 26th via [CONFIRMED](https://confirmed.onelink.me/mzYA/oei142r2), adidas.com, adidas stores and selected retailers.

**About Sporty and Rich:**

Founded by Emily Oberg in 2014, Sporty and Rich began as a mood board for life; a collection of images from past and present that represent a life surrounded by beauty. It soon expanded into a print magazine, covering design, iconic figures, creativity, and forgotten moments and places. Now, the brand offers a collection of simple, yet thoughtfully designed products that emphasize longevity over momentary relevance.

**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.

MARKET LINK

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| **LAM** | adidas.com.ar | <https://www.adidas.com.ar/confirmed> |
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| **EU Big 6** | adidas.co.uk | https://www.adidas.co.uk/confirmed |
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