**adidas Originals and Bad Bunny release the Adizero SL 72**

**Herzogenaurach, Germany, December 10, 2024** – adidas Originals and Bad Bunny extend their dynamic partnership with the launch of the new Adizero SL72. This latest drop blends fashion and retro running, reinterpreting adidas’ archives by bridging two eras and two iconic silhouettes into one revolutionary design.

The Adizero SL 72 symbolizes a union between the ’70s and the ’00s, combining the upper of the classic SL 72 with the modern Adizero sole. This fusion celebrates adidas’ heritage while pushing the boundaries of design, with details like the iconic Trefoil and the Badge of Sport, seamlessly integrated to look to the future while honoring the past.

The campaign, inspired by the theme “Shift the Timeline,” centers on the interplay of these two decades. Through creative elements such as double exposures, cropped photos, and mixed media from each era, the campaign reflects the Adizero SL72’s versatility, emphasizing performance, comfort, and high fashion. Through this unique visual style, Bad Bunny offers fans a new way to experience the past, reinterpreting it with a modern touch that paves the way for innovation.

Drawing inspiration from his bold irreverence and boundary-breaking artistry, this drop reflects Bad Bunny’s spirit as a global icon and creative visionary. Sign-ups for the Adizero SL 72 will be available on the CONFIRMED app and the adidas flagship stores starting December 10th, with the shoe launching in-store, on [adidas.com/badbunny](http://adidas.com/badbunny), and at adidas flagship stores on December 14th. The Adizero SL 72 will retail for $160 USD for adults.

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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** [**Bad Bunny**](https://news.adidas.com/Tags?tags=Bad%20Bunny)

Bad Bunny, born Benito Antonio Martínez Ocasio, is a multi-platinum recording artist and 3x GRAMMY® winner whose ability to break international barriers and dismantle cultural norms has made him a global culture and entertainment icon. The genre-defying star, Spotify’s most-listened to artist globally for three consecutive years (2020-22), holds the all-time touring record grossing $435M in a calendar year, with over 2.4 million tickets sold across 81 shows in 2022. His 'Most Wanted Tour', held in early 2024, was celebrated as one of the most innovative of recent times and broke the Barclays Center revenue record, surpassing the record of 12 concerts held by Jay Z. His artistic excellence has been recognized with historic feats, including the first GRAMMY Awards nomination for Album of the Year, for a Spanish-language production, “Un Verano Sin Ti.” The globally acclaimed album is also Spotify’s most-streamed album globally, accumulating over 4.5 billion plays.

In 2023, his album “nadie sabe lo que va a pasar mañana” debuted at No. 1 on the Billboard 200, marking his third consecutive production to achieve this milestone. Notably, Bad Bunny initially broke the ceiling by becoming the first artist to attain a No. 1 debut on this prestigious list with a Spanish-language album. Elevating his legacy as a trailblazer, Bad Bunny became the first-ever Spanish-language act to headline Coachella. The artist also made an appearance on mainstream television pulling a double duty as host and musical guest of Saturday Night Live. His participation was recognized as a major achievement for Latinos and the normalization of Spanish on one of the longest-running shows in American pop culture.