**adidas Originals and JJJJound Return to Scheinfeld with Two Premium Takes on the Iconic Superstar Sneaker**

**Herzogenaurach, February 17, 2025 -** This February, adidas Originals and JJJJound return to present two premium iterations of the iconic Superstar sneaker, crafted in the German sportswear brand’s Scheinfeld factory.

Informed by shared creative values and championing adidas’ Scheinfeld factory artisans, the signature Superstar silhouette receives an elevated update in two colorways – white with black stripes and black with white stripes. Each iteration uses a different model of the iconic sneaker as its base to pay homage to its legacy: the white iteration takes the form of the Superstar 82, while the black colorway adopts the Superstar II representing the evolution of the icon throughout the 90s and the 00s.

Bringing an artful take to the legendary silhouette, while channeling the considered craftsmanship that is intrinsic to the Montreal collective’s work, each pair features a leather wrapped shell toe and textured Three Stripes. Underneath, the rubber cupsole stays true to the original Superstar that made its debut in 1970.

Both make-ups feature elevated details including premium leather uppers, co-branded sock liners, custom vintage hang tags, and arrive in co-branded boxes with JJJJound tissue paper.

Continuing to weave a story of craft and authenticity, the adidas Originals by JJJJound Superstar sign ups open on Confirmed on February 13th. Full launch then commences on February 20th through Confirmed, JJJJound.com, selected adidas Originals stores and selected retailers.

**About JJJJound**

JJJJound launched in 2006 as a digital mood board intended to examine the recurring patterns in timeless design.

With thousands of curated images, the color-coordinated visual stream of consciousness has become a global mainstay and reference for the design community.

Since its inception, JJJJound has grown in the last decade into a collaborative design studio that aims to inspire through multiple channels; through fabrication of items with purpose and longevity, through the design and construction of meaningful physical environments, and through the continued curation of its digital platform.

In addition to its own projects, JJJJound has worked in collaboration with numerous established artists and brands to extend its strong design ethics.

Located in Montreal Canada, the design studio is operated by founder Justin R. Saunders.

**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.