

adidas Originals and Bad Bunny Make Puerto Rico Inspired "Gazelle Cabo Rojo" Available Globally

Herzogenaurach, Germany, July 22, 2025 — Building on the success of the Puerto Rico exclusive launches, Bad Bunny and adidas Originals announce the global release of Gazelle "Cabo Rojo," the highly anticipated colorway from the Gazelle City Series that celebrates the landscapes and cultural richness of Puerto Rico.

Following the Gazelle "El Yunque" and "Santurce" colorways earlier this month, which were launched exclusively at Bad Bunny's "No me quiero ir de aquí" Puerto Rico exclusive Residency opening weekend, the collection now extends its love letter to the island that shaped Bad Bunny.

Rooted in Benito's deep affection for his homeland, the Gazelle City Series brings Puerto Rico's vibrancy to life through three distinct colorways that celebrate the island's most meaningful locations. Each colorway is a tangible expression of place, crafted with pride and authenticity.

El Yunque is represented in deep green tones that honor the lush biodiversity and cultural heritage of the only tropical rainforest in the U.S. National Forest System. Santurce is captured in vivid orange, reflecting the epicenter of Puerto Rican music, dance, and contemporary artistic energy.

Cabo Rojo comes to life in vibrant pink, inspired by its famous salt flats and the rare natural phenomenon of pink waters caused by salt-loving microorganisms. Echoing the sentiment of "No me quiero ir de aquí", Gazelle Cabo Rojo is captured and worn by a cast of elders from Puerto Rico – the keepers of its stories and heart.

Gazelle Cabo Rojo will be available globally July 26th at 10AM EST, with CONFIRMED signups starting July 22nd at 10AM EST. The El Yunque and Santurce colorways remain exclusively available to Puerto Rico, preserving the authenticity of the tribute to the island's most sacred places.

As the official sponsor of Bad Bunny's "No me quiero ir de aquí" Residency at the Coliseo de Puerto Rico, adidas Originals continues to celebrate the deep connection between the artist and his homeland.

adidas.com
@adidasOriginals

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

Bad Bunny, born Benito Antonio Martínez Ocasio, is a multi-platinum recording artist and 3x GRAMMY® winner whose genre-defying sound and unapologetic individuality have redefined modern music and culture. Named Spotify’s most-streamed artist globally for three consecutive years (2020-22), he holds the record for the highest-grossing tour in a single calendar year—selling 2.4 million tickets across 81 shows and grossing \$435 million—and broke the Barclays Center revenue record, surpassing Jay-Z. In 2025, his groundbreaking 30-show residency “NO ME QUIERO IR DE AQUÍ” at the Coliseo de Puerto Rico sold out 400,000 tickets in under four hours.

He has also shattered industry records while elevating Latin music to unprecedented heights. Bad Bunny made history as the first artist to earn a GRAMMY® nomination for Album of the Year with a Spanish-language album, *Un Verano Sin Ti*, became the first Latin artist to land 100 entries on the Billboard Hot 100, and topped the Billboard 200 for three consecutive weeks with his latest album *DeBí TiRAR Más FOToS*. Other historic milestones include delivering the most-watched NPR Tiny Desk performance in the series’ history, becoming the first Spanish-language act to headline Coachella, and earning a spot on Forbes’ list of the Top 50 Rappers of All Time.

Beyond music, Bad Bunny has become a force across fashion and entertainment: co-chairing the Met Gala, gracing the cover of *Vogue Italia*, leading major campaigns for brands like Calvin Klein, starring in film projects with Darren Aronofsky and Adam Sandler, and making a historic appearance on *Saturday Night Live* as both host and musical guest. He also returned for the show’s landmark 50th Anniversary celebration, cementing his place as a pop culture icon.

With a singular voice and boundary-pushing artistry, Bad Bunny continues to shape a new era in global entertainment—where language, genre, and geography are no longer limitations.