



Pharrell Williams and adidas Unveil the VIRGINIA Adistar Jellyfish in Orange

Herzogenaurach, Germany – August 15, 2025 – Today, adidas announces the release of the highly anticipated VIRGINIA Adistar Jellyfish sneakers by Pharrell Williams in an orange colorway, set to launch on August 23. Launching under VIRGINIA, Pharrell's new creative alias, community platform, and brand, the sneaker is deeply rooted in the spirit of his home state, intended to reach far beyond its borders.

A reimagined version of the adidas Adistar, the sneaker blends performance heritage with an evolved sculptural design for a lifestyle expression. It exemplifies a striking fusion of art, technology, and playfulness, encapsulating Pharrell's unique aesthetic while honoring the classic adidas silhouette. More than a sneaker, the Jellyfish exists between land and sea, street and sculpture, utility and imagination.

The sneaker features an exaggerated midsole that evokes the fluid, floating gills of a jellyfish. A layered mesh upper and exoskeletal elements adds dimensional movement and futuristic depth, while a glow-in-the-dark feature brings an otherworldly touch. The sneaker draws inspiration from the aquatic animal honoring marine life through several design elements. The exaggerated midsole resembles the fluid, floating gills of a jellyfish, while the logo reflects the distinctive shape of the jellyfish itself. Custom "Jellyfish" and subtle "VIRGINIA" branding appear on the insole and tongue, grounding the concept in Pharrell's world. VIRGINIA is more than just geography; it's a mindset.

In a bold creative twist, Pharrell and adidas unveil the VIRGINIA Adistar Jellyfish with a campaign built around the concept of divers obsessed with the beauty of Jellyfish and based around a fictional coral reef. By crafting an imagined underwater world, the campaign avoids disrupting actual environments while drawing attention to the ethereal power of the jellyfish, a symbol of beauty and quiet resilience.

Merging performance heritage with fluid, sculptural design, the Jellyfish sneaker floats between realism, land and sea, street and sculpture, reality and imagination. Inspired by vintage dive imagery and the visual language of vintage nature films, the campaign pays tribute to the lives that exist beneath the surface.

Retailing for \$300, the VIRGINIA adistar Jellyfish by Pharrell Williams will be available in orange at select adidas retailers and online at adidas.com starting August 23. Signups open on the Confirmed App on Monday, August 18.

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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 VIRGINIA

VIRGINIA is Pharrell Williams' creative pseudonym and cultural platform—a direct connection between Pharrell and his audience, offering a window into his creative world. Rooted in his home state of Virginia and reaching globally, it is a destination for music, community, limited-edition merchandise, live events, and boundary-pushing design.

Through his partnership with adidas, VIRGINIA elevates luxury footwear to new heights—fusing expressive, statement-making design with adidas' legacy of innovation. Each creation reinterprets the brand's heritage while challenging convention, reflecting a shared commitment to shaping the future through culture, creativity, and experimentation.