**adidas Originals Introduces the Next Chapter of ADIZERO ARUKU Colorways for Fall/Winter 2025**

**Herzogenaurach,September 2025.** Following its launch earlier this year, the ADIZERO ARUKU returns for Fall/Winter 2025 in four new colorways – continuing its legacy of blending performance innovation with craftsmanship in a silhouette built for perpetual motion.

Born from the lineage of adidas’ iconic ADIZERO franchise, the ADIZERO ARUKU is a 2000s runner, reworked for the now. Seamlessly bridging elite performance and everyday wear, nitrogen-charged SWIRLFOAM cushioning meets a gentle rocker midsole – for a lighter walk, mile after mile. The ADIZERO ARUKU brings performance and innovation together into a street style statement. Finished with 00’s cut lines and colorways that range from muted earth tones to eye-catching neons, the Fall/Winter 2025 ADIZERO ARUKU lineup is designed for the constant movement of the world’s most exciting cities and the crews that traverse them.

The arrival of the seasonal ADIZERO ARUKU collection is accompanied by a dynamic campaign that follows the raw moments and interactions of a tight knit crew as it navigates city landscapes - reflecting the onward motion of contemporary life. From escalators to staircases and beyond, the bold visuals reveal a journey in constant motion, with every step taking them somewhere new.

Discover the latest season of ADIZERO ARUKU, arriving on **2nd September 10am CEST, 2025** online at adidas.com. [INSERT MARKET SEO LINK].

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.

**Market SEO PLP**:

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