**Y-3 Presents its Fall/Winter 2025 Collection with a Campaign Shot By Daido Moriyama**

Identity. Rebellion. Timelessness.

The original uniform of the streets, informed by a ceaseless exploration of the perpetual edge. This season, Y-3 has reunited with the legendary Japanese photographer Daido Moriyama to capture the label’s Fall/Winter 2025 collection.

For Y-3’s latest campaign, the label and the image maker descend upon Tokyo to craft a series of striking visuals. With the cylindrical core of the building’s architectural skeleton offering a quasi-meditative intimacy – inviting both stillness and movement – models simultaneously disappear into shadows and emerge into the light wearing the Y-3 GENDO TRAIL, Y-3 TOKYO, Y-3 STAN SMITH, and Y-3 GSG9 BOOT.

Here, within its raw, geometric cocoon, the setting becomes an abstract stage to explore the collection’s key apparel pieces, first unveiled earlier this year in Paris. Standout garments featuring malleable wired appendages, which allow the wearer to twist and contort adidas’ iconic Three Stripes branding, are dramatically brought to life. In this way, the images bring together Moriyama’s signature style, Tokyo’s distinct architectural forms, and the striking silhouettes from the collection – connecting Yohji Yamamoto’s designs to a wider story, informed by transformative form and function.

Highly selective in his collaborators, Moriyama’s iconoclastic imagery – rich in grain, motion, and texture – offers a striking contrast to the overly polished commercial fashion content that floods contemporary feeds.

A story of thresholds – just as Y-3 distorts the boundaries between sportswear and style, Daido Moriyama’s image making reconfigures the precipice upon which documentation becomes art.

Y-3’s Fall/Winter 2025 campaign launches on September 8th.

**Campaign Credits**

adidas.com/Y-3

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