**ADIDAS AND ARTE ANTWERP LAUNCH FIRST EVER COLLABORATIVE FOOTWEAR SILHOUETTE – LIGHTBLAZE POD**

**Herzogenaurach, September 25, 2025** – Today, adidas and Belgian elevated streetwear label Arte Antwerp announce a long-term brand collaboration – marking the first time the two brands have come together.

The adidas x Arte alliance will serve to re-envision contemporary sportswear silhouettes through the lens of street culture, shaped by influences from the African diaspora. Drawing on Bertony Da Silva’s Angolan roots and European upbringing, the collection is an ode to the untold stories and athletes of the diaspora, whose impact has helped shape sports culture. The collaboration aims to honor these cultural legacies whilst elevating existing adidas Sportswear franchises through well-designed pieces and premium fabrics that are accessible to all.

For the debut collaboration, a totally new model is introduced to the world – the **Lightblaze POD**. Following adidas Sportswear’s debut Lightblaze release earlier this year – a running-inspired lifestyle silhouette, designed to support all-day movement – the new POD iteration was released in limited numbers in monochromatic navy blue exclusively for adidas and Arte’s family and friends at a Paris pop-up event, hosted by Arte earlier this month. Today, in a fresh all-white colorway, the Lightblaze POD is available on the CONFIRMED app, fusing influences from both classic and modern sportswear with more technical and faintly formal elements. The campaign is fronted by Belgian former footballer and friend of adidas and Arte, **Mousa Dembélé**.

Textural depth is paramount on the Lightblaze POD, echoing design sensibilities of Arte’s mainline collection through touches of elegance and minimalism coming together with adidas’ sporting expertise. A unique blend of adidas Adizero LIGHTSTRIKE foam technologies and signature Arte metal branding provide the shoe with a feeling of premium craftmanship.

**Speaking about the adidas x Arte collaboration, Bertony Da Silva, Arte Founder & Creative Director, says:***“The adidas x Arte alliance will serve as the creative sportswear outlet for Arte, infusing our design philosophy into adidas’ rich heritage and performance credibility. But for us, this is more than another sportswear partnership; it’s a chance to slow things down in a fast-paced, trend-driven landscape and put substance back at the heart of design. We aim to redefine sportswear through refined, carefully designed pieces that balance craft, culture and performance. Our collections will not only democratize access to elevated design but also speak to the untold stories of European sports culture and the vital role of the African diaspora that has shaped it. Together, we aim to set a new standard for what sportswear can be: thoughtful, elevated and enduring, starting with the Lightblaze POD.”*

**Aimee Arana, Global SVP & GM adidas Sportswear & Training, commented:** *“We are so excited to introduce our collaboration with Arte to the world, and for this synergy to continue for seasons to come. The designs stay true to the ethos of both brands – a set of carefully designed, long-lasting products that do not adhere to trends, providing affordable investment pieces straddling the aesthetics of youth culture and sportswear in perfect harmony. Our sportswear category has always been driven by culture and built for the community it serves. The adidas x Arte range is no different – effortlessly building outfits for the everyday, with elevated detailing for consumers who live and breathe sport culture.”*

Priced at $200 / €200, available in sizes UK 3.5-13.5, the adidas x Arte Lightblaze POD is being released today exclusively on CONFIRMED. Activated through the app’s wave mechanic, the adidas and Arte community will get the chance to receive exclusive access to the drop via a unique code shared on social media by key members of the collaboration’s family, including Arte founder [Bertony Da Silva](https://www.instagram.com/bertonydasilva/), adidas athletes Rafael Leao and Nuno Mendez, and Korean musician [Jay Park](https://www.instagram.com/moresojuplease/). Once the code is received, each consumer will be able to generate their own code to pass on to two friends, creating access to adidas’ latest drop.

There will be further adidas x Arte releases over the coming months, including a Z.N.E. tracksuit and full apparel collection, celebrating the interplay between African heritage and European identity.