

adidas and Humanrace unveil the EVOLUTION Pro, Merging Advanced Engineering with Pharrell's Visionary Design

**Herzogenaurach, Germany – January 20, 2025** – adidas and Pharrell Williams' Humanrace have unveiled the EVOLUTION Pro, a stunning, pinnacle expression of their partnership that features Pharrell's signature design elements on adidas' most innovative running model. Retailing at \$1,000, the footwear is driven by concept, providing a glimpse of what the future of shoe design can be.

Building on the technical advancements and athlete validation of the original EVO PRO 1, this new iteration features a wider sole and haptic; touch-reactive design elements create a new sensory experience, inviting wearers not just to wear the future, but to truly feel it. Conceived as a design study, EVOLUTION Pro represents the highest expression of adidas performance engineering expressed through form. The shoe boasts a sleek mono-mesh upper and a tonal lacing system, presenting minimalist refinement. Made from lightweight white Monomesh, this shoe features a unique 5D raised dot pattern and innovative Lightstrike Pro midsole, providing ultimate comfort for runners.

Complementing the technical shoe, Pharrell's distinct design language infuses every detail with a sense of quiet confidence and visual depth.

Retailing for \$1,000 the adidas x Humanrace EVOLUTION Pro will be available in limited quantities globally at select partner retailers.

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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 Humanrace**

Humanrace was founded in 2020 by Pharrell Williams with a mission to revolutionize being well through innovative and thoughtfully designed products that transform daily routines into rituals. The brand crafts

tools for living well and caring for body, mind, and spirit with intention. Firmly rooted in a human-centered philosophy and the holistic belief that how their products make you feel when you use them, wear them, or see them in your home is as essential as their function and quality.