

adidas and Bad Bunny Debut the BadBo 1.0 in White During Super Bowl LX Halftime Performance

Available Today Globally: BadBo 1.0 in White Marks a Defining Cultural Moment

Herzogenaurach, Germany, February 09, 2026 — On one of the world's biggest stages, Bad Bunny made history at Levi's® Stadium with a monumental Super Bowl LX halftime performance celebrating Puerto Rico. In this defining moment, Bad Bunny debuted a white colorway of BadBo 1.0, his first signature shoe with adidas, to a global audience of millions, marking the first-ever global release of the BadBo silhouette.

The debut represents a new chapter in the ongoing partnership between adidas Originals and Bad Bunny. Rooted in creative freedom and self-expression, the "I'm Everything" campaign reflects Bad Bunny's belief that identity is not defined by a single definition. Drawing inspiration from his personal journey, "I'm Everything" invites audiences to hold onto that original ability to imagine without limits and choose who to be once, or as many times as it takes.

The new adidas BadBo silhouette represents those who move forward without a single defined path and who understand that there are no final destinations, only parts of the same journey. Born from Bad Bunny's own experience of refusing to be boxed in, BadBo reflects the freedom to become everything once imagined possible.

The BadBo 1.0 in white embodies this philosophy through the lens of adidas design, debuting a bold new silhouette. Defined by its unapologetic confidence, the all-white colorway serves as a fresh start and a blank canvas for those ready to define themselves on their own terms.

Crafted with nubuck and hairy teasel suede uppers, an EVA midsole, and translucent rubber outsole, the BadBo 1.0 merges premium materials with experimental design. At the heart of the shoe sits the new BadBo signature logo. A star that draws direct inspiration from the iconic symbol on the Puerto Rican flag, paying homage to both the island's vibrant people and its connection to the ocean that surrounds it. The logo is a symbol of origin, pride, and the limitless possibilities that come from staying true to where you're from.

adidas para Bad Bunny BadBo 1.0 in white retail for \$160, releases globally on February 9, 2026 at 10AM EST via adidas.com/badbunny, CONFIRMED App, and select retailers worldwide.

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 Bad Bunny

Bad Bunny, born Benito Antonio Martínez Ocasio, is a multi-platinum recording artist and 6x GRAMMY® winner whose genre-defying sound and unapologetic individuality have reshaped modern music and culture. Named Spotify’s most-streamed artist globally for three consecutive years (2020–22), he holds the record for the highest-grossing tour in a single calendar year selling 2.4 million tickets across 81 shows and grossing \$435 million and broke the Barclays Center revenue record, surpassing Jay-Z. In 2025, his groundbreaking 30-show residency, *NO ME QUIERO IR DE AQUÍ*, at the Coliseo de Puerto Rico sold nearly half a million tickets, with an additional date added due to overwhelming demand. The final show, live-streamed globally by Amazon Music, became the most-watched single-artist performance in the platform’s history.

Bad Bunny has consistently redefined global music, breaking records while elevating Latin music to unprecedented heights. Most recently, he made history once again, becoming the first Spanish-language artist to receive nominations in the coveted Big Three categories at the 68th Annual GRAMMY Awards: Album of the Year, Record of the Year, and Song of the Year. He received six nominations in total, further cementing his influence and groundbreaking impact on the music industry worldwide.

This follows a long list of historic milestones: in 2023, he became the first artist to earn an Album of the Year nomination for a Spanish-language project with *Un Verano Sin Ti*, he became the first Latin artist to land 100 entries on the Billboard Hot 100 and he topped the Billboard 200 for three consecutive weeks with his latest album *DeBÍ TiRAR MÁS FOTO*S. He has also delivered the most-watched NPR Tiny Desk performance in the series history and became the first Spanish-language act to headline Coachella. Continuing his record-breaking streak, Bad Bunny earned 5 Latin GRAMMY Awards at the 2025 ceremony, bringing his career total to 12 Latin GRAMMY wins.

Beyond music, Bad Bunny has become a force across fashion and entertainment: co-chairing the Met Gala, gracing the cover of *Vogue Italia*, leading major campaigns for brands like Calvin Klein, starring in film projects with Darren Aronofsky and Adam Sandler, and making a historic appearance on Saturday Night Live as both host and musical guest. He also returned for the show’s landmark 50th Anniversary celebration, cementing his place as a pop culture icon.

With a singular voice and boundary-pushing artistry, Bad Bunny continues to shape a new era in global entertainment—one where language, genre, and geography are no longer limitations.