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adidas Originals and Pharrell Williams Introduce the VIRGINIA Adistar Jellyfish in Triple White

(Herzogenaurach, Germany - July 27, 2026) adidas Originals and Pharrell Williams launch the latest colorway for the acclaimed **VIRGINIA Adistar Jellyfish**, introducing the silhouette in a crisp Triple White, accompanied by a campaign starring adidas athlete and one of college football's biggest stars, **Jeremiah {Ψ} Smith**

Smith embodies the next generation where sport and culture are intersecting, playing a significant part in how both brands are continuing to bring to life the world of VIRGINIA. Following a series of highly sought-after releases this newest color iteration, continues the evolution of one of adidas Originals' most celebrated franchises - the adidas Adistar.

Since its debut, the VIRGINIA Adistar Jellyfish has become a defining expression of Pharrell Williams' creative vision through VIRGINIA, transforming the adidas Adistar into a sculptural statement that merges innovation, boundless imagination, and cultural influence. Following recognition as Footwear News' 2025 Shoe of the Year, the silhouette has continued to generate global demand through a succession of limited and global releases.

The new Triple White colorway showcases the silhouette's exaggerated proportions and architecture in its purest form. The wave-like midsole mimicking a floating jellyfish, paired with a layered mesh upper and exoskeletal cage to create depth, movement, and dimension; all stand out together with a glow-in-the-dark feature.

The release arrives as the latest drop in the growing VIRGINIA universe, a creative platform where Pharrell Williams continues to reimagine adidas heritage through a lens of playful experimentation, cultural credence, and hyperbolic designs.

The VIRGINIA Adistar Jellyfish in Triple White retailing for \$300 USD is available globally August 1, 2026 on the CONFIRMED app, and at select retailers worldwide. Signups open July 27, 2026.

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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 VIRGINIA

VIRGINIA is Pharrell Williams’ creative pseudonym and cultural platform—a direct connection between Pharrell and his audience, offering a window into his creative world. Rooted in his home state of Virginia and reaching globally, it is a destination for music, community, limited-edition merchandise, live events, and boundary-pushing design.

Through his partnership with adidas, VIRGINIA elevates footwear to new heights—fusing expressive, statement-making design with adidas’ legacy of innovation. Each creation reinterprets the brand’s heritage while challenging convention, reflecting a shared commitment to shaping the future through culture, creativity, and experimentation.