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adidas Originals and Hellstar Launch the MEGARIDE S2 in First Global Release

(Herzogenaurach, Germany - August 3, 2026) Following a series of highly sought-after and sold-out releases, adidas Originals and Hellstar are now gearing up for their first global release with the **MEGARIDE S2**; reinterpreting the iconic adidas running-inspired franchise and transforming it into a bold expression through Hellstar's disruptive creative vision.

The sneaker's reimagined design is an amalgamation of Hellstar's ethos, "shining bright in a dark world." This is what happens when the Hellstar universe collides with the Three Stripes: a shoe enveloped in flames, finished in chrome, and built for those still moving forward - **the MEGARIDE S2**.

Drawing from Hellstar's signature flame motif, a white-to-black graphic flame gradient wraps the silhouette, with a custom RPU upper mold with exposed mesh, debossed detailing, chrome-finished tooling, and a translucent outsole.

The white-to-black gradient colorway evokes the journey of light fading into darkness, or darkness giving way to light - depending on where one stands. Hellstar's signature sharp flame motifs also embody the belief that heat does not simply destroy; it is transformative.

The MEGARIDE S2 marks Hellstar's first global release with adidas Originals, building on the momentum of a series of limited-edition launches across Las Vegas, Los Angeles, and Miami. Beginning with a signature Superstar debut in Las Vegas in November 2025, the partnership expanded with the camouflage-print AE 2 and Hellstar Superstar in Los Angeles in February 2026, followed by the Hazy Orange Superstar II in Miami. The MEGARIDE S2 signals the next chapter in the collaboration, as Hellstar and the Three Stripes continue to push the intersection of sport-inspired design and contemporary streetwear culture for those who live it and feel it.

The adidas Originals Hellstar MEGARIDE S2 will be available globally August 8, 2026 at 10AM EST exclusively on the CONFIRMED App, select adidas stores, and select retailers, retailing for \$200 USD.

adidas.com/hellstar

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About adidas

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 Hellstar

Hellstar is an American streetwear brand founded in 2020 by Co-founders Seanie and Juice. The brand has become a signature staple in style expression, impacting culture in bold ways. Limited-run apparel pieces inspired by the idea of shining bright in a dark world has gained popularity in the next generation of fearless creatives that live through the concept of, “We Are All Stars, Even In Hell.”

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