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adidas Originals and Pharrell Williams Expand the VIRGINIA Adistar Jellyfish Lineup with New Red and Storm Colorways

(Herzogenaurach, Germany – October 19, 2026) adidas Originals and Pharrell Williams release two new colorways within the VIRGINIA Adistar Jellyfish franchise this month, in **Red** and **Storm**. Bringing distinct new color palettes to the silhouette's unmistakable architecture, this latest release continues the story of one of the partnership's most distinct footwear designs.

Since its debut, the VIRGINIA Adistar Jellyfish has continued to evolve through a series of sought-after limited and global releases. With Red and Storm, the silhouette takes on two contrasting palettes for the Fall season that further emphasize its overstated proportions, layered construction, and futuristic design language.

A flowing midsole inspired by the movement of a jellyfish is paired with an engineered mesh upper and sculptural cage, creating the dimensional form that has become synonymous with the silhouette. Signature glow-in-the-dark detailing further enhances its distinctive identity, while each new colorway brings a different perspective to the Jellyfish's bold design.

The Red and Storm releases mark the latest moment in the expansive world of VIRGINIA, Pharrell Williams' creative platform where fashion, design, music, and community converge. Through the ongoing partnership with adidas Originals, VIRGINIA continues to push the possibilities of design through Pharrell's perspective, exploring forms beyond convention.

The VIRGINIA Adistar Jellyfish in Red and Storm, retailing for \$300 USD, will be available globally October 24, 2026 via the CONFIRMED app, adidas app, and select retailers worldwide. Signups open October 19, 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 luxury 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.