



## adidas Originals and Opening Ceremony - an ode to running and tennis

**Herzogenaurach, October 2012** – adidas Originals and Opening Ceremony introduce the second collection of their ongoing collaboration for spring/summer 2013. Following last season's ode to swimming and cycling, Opening Ceremony again looks to dual inspiration to reinterpret adidas Originals classics. This collection uses running and tennis as design touchstones to produce pieces inspired by the prints and bright colorways of the 1990s. Each item of sportswear and footwear stands on its own as testament to the imagination of Opening Ceremony and the innovation of adidas.

The running-inspired collection comprises the first delivery of the collection and comes in a dissolving cheetah print – in hyper-red, deep-sea blue and forest green – which swirls across bike shorts, track jackets, swim trunks, jumpsuits and running bras. Tennis-inspired pieces make up the second delivery, which includes neoprene baby tees and pleated nylon miniskirts for women and neon-stripe separates for men.

adidas Originals and Opening Ceremony's women's offerings emphasize the body while retaining a certain naiveté: high-waist leopard shorts stay sweet with a dash of lace trim; striped spandex skirts come with a contrasting pleated overlay; and pointelle-knit tennis dresses in seafoam green and black channel a preppy ideal.

The men's range carries the '90s thread with stripe shirting, patchwork knits and sport details such as mesh lining and trim. But the effect is ultimately one of contemporary sporty coolness, as seen in sleek bike shorts, slim track jackets and hoodies inset with panels of nylon and sweatshirt materials.

## Press Release



Footwear this season presents another Opening Ceremony evolution of the heritage adidas collection, using cheetah-print neoprene linings in the running collection for a multilayer effect. These shoes, including the New York Run and the women's OC New York Wedge, herald the return of the classic adidas "Dellinger web" shock dispersion system, a leading footwear technology when it appeared in the 1980s. The webbing is utilized here as an aesthetic element.

Other notable footwear styles include the introduction of the Rod Laver Vintage as a high-top unisex style, a tennis-focused reworking of the iconic Crazy 8 basketball sneaker, and a take on the classic '90s EQT basketball sneaker as a running-inspired hiker. The popularity of women's wedge sneakers from previous seasons has inspired this spring's Honey Wedge, which pays homage to the Stan Smith tennis sneaker.

The adidas Originals x Opening Ceremony capsule collection will be available at selected boutiques and e-commerce retailers in January and March 2013. The line comprises 58 apparel pieces and 20 footwear styles for men and women with prices ranging from EUR/\$85 to EUR/\$295 for apparel and EUR/\$150 to EUR/\$200 for footwear.

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adidas Originals is the authentic lifestyle brand, symbolized by the Trefoil bringing heritage styles of the adidas history back to life in a way that is relevant to today's stylish consumers.

Opening Ceremony is comprised of multi-branded retail stores and has its own in-house collection. The philosophy and name behind Opening Ceremony are linked to the mission statement of the Olympic Games. Founded under the guise of creatively merging sports, business and global participation, Opening Ceremony takes from this foundation and applies these elements towards fashion.