

PRADA



PRADA FOR ADIDAS
A partnership of heritage, technology and innovation

Milan/Herzogenaurach, 8 November 2019 - The Italian luxury-goods house, Prada and the industry-leading sportswear brand adidas have joined forces to start a new collaborative journey. The aim of this partnership is to investigate the realms of heritage, technology and innovation – and to challenge conventional wisdom through unexpected strategies. The new vision draws inspiration from the rich legacies of both to re-engineer timeless icons, and leverages the houses' technological footprint to innovate. The path is an evolving and dynamic structure composed of key milestones, marking a significant departure from existing patterns while building on the houses' strong *milieu* of shared approaches and pursuits.

Both Prada and adidas are specialists in each of their fields - together, they cross-pollinate, share and blend different facets of technical know-how alongside universal aims of material ingenuity and ceaseless design evolution. This collaboration is built on an authentic fusion of fashion and performance - adidas' sporting heritage and visionary approach to technological development merges with Prada's world-renowned history in leather-goods and unparalleled perspective on luxury and quality, synonymous with the label Made In Italy.

A joint passion for the universe of sport is at the heart of this creative partnership. The Luna Rossa sailing team, established in 1997 and heralding Prada's participation in the America's Cup – the oldest trophy in sport and the most prestigious international sailing competition – is the perfect laboratory to test new materials and technology, and offers the ideal conditions to perfect the science of sailing.

Throughout its history, adidas has been a pioneer of sporting innovation and precision technology, and the brand's performance-driven pedigree has made it a global icon. At the same time, Prada's iconicity resides in the interplay between form and function, luxury and utility, and the ability to juxtapose different ideologies. The intersection between these two separate worlds, further reinforced by the houses' relentless pursuit of excellence, inevitably points to a new singularity. At its zenith, this collective effort will result in the release of the new Luna Rossa performance sailing footwear, to be unveiled in 2020.

The houses have also begun to explore their monumental archives. The first step of this shared journey will debut this year, with the release of two limited-edition Prada for adidas styles that draw on the rich patrimony and iconography of both labels, representing a tribute to timeless classics. Originating in the realm of sport, transposed to street style and now translated to luxury, classics from each are here re-contextualized, visited anew. The first iteration will launch for men and women

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globally in December 2019, marking a special partnership in both creation and manufacture, as these limited-edition styles will be made entirely by Prada in Italy.

With each partner bringing a unique perspective to a conversation founded on mutual exploration and the search for new boundaries, Prada for adidas is a laboratory for ideas, a new vehicle for creativity.

The journey begins soon.

#Pradaforadidas

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About Prada

Since 1913, Prada has been synonymous with cutting-edge style. Its intellectual universe combines concept, structure and image through codes that go beyond trends. Its fashion transcends products, translating conceptuality into a universe that has become a benchmark to those who dare to challenge conventions focusing on experimentation. Prada, one of the world's leading brands, is part of the Prada Group - HKSE Code 1913 -, a global leader in the luxury goods industry. Prada Group operates with the Prada, Miu Miu, Church's and Car Shoe brands in the production and distribution of handbags, leather goods, footwear, apparel and accessories as well as in the food sector with Marchesi 1824, and in the eyewear and fragrance industries under licensing agreements. Its products are sold in 70 countries worldwide through 637 directly operated stores as of June 30, 2019 and a selected network of luxury department stores, multi-brand stores and franchise stores.

About adidas

adidas is a global designer and developer of athletic and lifestyle footwear, apparel and accessories with the mission to be the best sports brand in the world. As an innovation and design leader, adidas engineers the best in high-performance products to make athletes better, faster and stronger and creates a range of classic and fresh lifestyle and high-fashion lines.