

PRADA



PRADA FOR ADIDAS

Prada and adidas Originals unveil the second drop of the Prada Superstar, crafted by Prada

Milan/Herzogenaurach, 31 August 2020 - Prada and adidas Originals propose a timeless, eternal classic, reengineered for the now - the Superstar, reiterating the first expression of this partnership between the luxury-goods house and the sportswear expert. Now retailing alone, the iconic Superstar style is offered in a trio of new colorways: monochrome black, white with black, and chrome silver with white. For a new decade, a new point of view.

This step of the ongoing collaboration between Prada and adidas emphasizes qualities shared by and synonymous with each: collaboration, innate respect for heritage, a passion for sport. This fusion of two distinct, world-renowned brands is strengthened by conviction and commitment to absolute excellence. Craftsmanship is at the heart of the Prada Superstar sneaker - executed by Prada's footwear specialists, fusing the lexicon of luxury with the language of high-performance sportswear in a style of shoe that has always been, in and of itself, unique and groundbreaking.

The streamlined silhouette of the adidas Originals Superstar sneaker - an inherently modern, entirely unisex design, first created in 1969 - is translated into full-grain leather. Its origins - Made in Italy - are heat-stamped into the side, a marker of superlative quality appreciated around the world, alongside the dual logos of Prada and adidas Originals, which appear together on the tongue of every pair. The fundamental character of the Superstar remains unchanged: it is a style icon, a timeless item which does not call for re-design, but rather provokes reconsideration.

The importance of handiwork and of craft, over everything, is underscored in the campaign, a fantastical, surreal reimagining of the actual process of creation of the Prada Superstar. Toying with scale through a miniature recreation of Prada's manufacturing spaces in Le Marche region, the viewer can observe the final painstaking touches being made to each new colorway. The Superstar here is super-scale - this interplay of proportions magnifies and emphasizes the instantly-recognizable features of the Superstar - the triple-stripe, trefoil, and rubber shell toe - as well as the addition of the dual Prada and adidas Originals logos.

The new Prada Superstar will launch starting from 8 September 2020, via Prada boutiques and adidas flagship stores worldwide, alongside selected wholesalers. The range is also available via prada.com and adidas.com.

PRADA



The partnership of Prada and adidas will develop and flourish. The next facet of this collaboration is linked to the America's Cup - an expression of a mutual love for and enthusiastic participation in the arena of sport by both Prada and adidas. The America's Cup is the oldest trophy in sport and the most prestigious international sailing race, an arena in which Prada have long participated, with the establishment of the Luna Rossa sailing team in 1997. Now, in partnership with adidas - a pioneer of sporting innovation and precision technology - these two brands will celebrate that shared legacy of sporting excellence.

#Pradaforadidas

For further information:

*Prada Press Office
Tel. +39.02.567811
corporatepress@prada.com*

*adidas Global Press Office
Tel. +49.151.57201711
maura.pezzotta@adidas.com*

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. The Prada brand is part of Prada Group, a global leader in the luxury goods industry, which owns the Miu Miu, Church's and Car Shoe brands as well, and produces and distributes luxury leather goods, footwear and apparel. It also operates 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 641 directly operated stores as of December 31, 2019, brand's e-commerce, a selection of luxury department stores and multi-brand stores in the most prestigious locations as well as the most important e-tailers.

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.