



**PRADA**

**adidas for Prada**

**Two Icons of Design and Innovation Come Together to Launch  
the A+P LUNA ROSSA 21 silhouette**

**Milan/Herzogenaurach, 1 December 2020** - The next iteration of the adidas and Prada partnership has arrived. Until now, the two brands manifested their collaboration through a specific perspective as Prada brought its distinct lens to adidas, reinterpreting the Superstar sneaker with expert craftsmanship. For the next stage in the ongoing partnership, adidas brings its expertise to Prada, creating the forward thinking A+P LUNA ROSSA 21 silhouette for the Luna Rossa Prada Pirelli team.

Both Prada and adidas have continually expressed an innate passion for athletic performance. Prada has participated in the oldest trophy in sport, the America's Cup, for over two decades with the Luna Rossa sailing team; adidas' continuous commitment to pioneering sporting innovation and precision technology has also extended to the America's Cup, as the brand equipped a challenger team between 2005 and 2007.

Crafted for the sport of sailing, the A+P LUNA ROSSA 21 is inspired by the design of the new AC75 Luna Rossa boat as well as iconic Prada and adidas sneakers from the past. Celebrating a shared legacy of sporting excellence and designed as an extension of the athlete's body, the silhouette features a sleek, lightweight look and feel, matched with flexible barefoot stability. While the performance-focused shoes will be worn in competition by the Luna Rossa Prada Pirelli team, a lifestyle version will be available for purchase.

Fueled by a combined dedication to innovation and sustainability, the A+P LUNA ROSSA 21 serves as a collaborative step toward both brands' commitments for the environment. The upper is composed of PRIMEGREEN, a series of high-performance recycled materials, which is then complimented by a hydrophobic E-TPU outer shell, providing flexible, breathable support and preventing water from penetrating the silhouette. The sneaker's ergonomically designed EVA tongue and perforated, soft, synthetic-suede inner saddle accentuate its sailing performance capabilities. Moreover, the sneaker features a perforated BOOST midsole as well as a wrap-around outsole to provide elevated protection, durability, and freedom of movement. The specially crafted laces which have been designed to be narrow at the bottom, enabling Speed Lacing, and wider at the top, preventing tied knots from coming open easily during competition. The silhouette then comes packaged in a sleek co-branded box that slips inside of a custom water-resistant pouch-bag.

Accompanying the launch of the silhouette is an elegantly shot campaign, which explores the sensation of lightness through visual depictions of luminosity and weightlessness.

Serving as the next evolution of this forward-thinking partnership, the adidas for Prada A+P LUNA ROSSA 21 silhouette launches globally in a white colorway on December 9 2020, via Prada boutiques and adidas flagship stores worldwide, alongside selected wholesalers. The range is also available via [prada.com](https://prada.com) and [adidas.com](https://adidas.com).

#adidasforPrada



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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. 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*

*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.*