



Prada and adidas Celebrating timeless design and championing future consciousness through the adidas for Prada Re-Nylon Collection

Milan/Herzogenaurach, January 5th, 2022 – adidas and Prada return to introduce a new chapter of their ongoing collaborative partnership – blending Prada’s expert craftsmanship with adidas’ lineage of sportswear innovation. Today, both brands pursue shared commitments to crucial sustainability goals while celebrating two timeless icons: the adidas Originals Forum and Prada’s Re-Nylon fabric.

Demonstrating this partnership’s commitment to innovation, the adidas for Prada Re-Nylon collection reimagines luxury sportswear through a more sustainable lens. For the first time in the collaboration’s history, this collection includes ready-to-wear, accessories, and bags, as well as elevated takes on the adidas Forum High and Low silhouettes. Each piece has been made in Italy by Prada, composed of the brand’s signature, infinitely recyclable Re-Nylon fabric.

First launched in 2019, Prada Re-Nylon is a groundbreaking textile created through the recycling of plastic waste collected from oceans and textile fiber waste – it can be purified and recycled indefinitely, with no loss of quality. Prada Re-Nylon is a fundamental reflection of Prada’s environmentally conscious ideology and commitment to sustainable practices – woven into the very fiber of its signature fabric. This celebration of Prada Re-Nylon through the adidas for Prada collection underscores a landmark: the shift of the entire Prada production from virgin nylon to Re-Nylon, achieved by the end of 2021.

adidas and Prada are also set to celebrate the inherently innovative spirit of their latest collection with a unique digital activation, bringing brands and people together in a radically inclusive manner. Collaborative by nature, fans of the collection will be invited to participate in the metaverse with adidas and Prada through open-source co-creation.

The adidas for Prada Re-Nylon collection launches globally on January 13th, 2022 via Prada boutiques, prada.com and adidas.com/prada.

#adidasforPrada

For further information:

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

adidas Global Press Office
Tel. +49.151.57201711
Sandra.Wedel@adidas.com



adidas for Prada Re-Nylon Collection

The Footwear

Delving into and then reimagining the adidas archive, the adidas for Prada Re-Nylon collection sees Prada transform the legendary adidas Originals Forum silhouette. A balance between luxury artisanal craftsmanship and sporting excellence, the adidas Originals Forum High and Low silhouettes are elevated in their construction with Prada's groundbreaking Re-Nylon textile. The functional and aesthetic identity of the adidas Originals Forum is then playfully reinterpreted, with the addition of removable Prada mini-pouch attachments featuring the brand's signature enameled metal triangle. Simultaneously elegant and subversive, the reimagined adidas Originals Forums also feature luxurious leather Three Stripes details and forefoot overlays, highlighting Prada's world-renowned leather-working expertise. The adidas for Prada Re-Nylon Forum High and Low sneakers are available in monochromatic black and white colorways and arrive in premium boxes with dust bags, bearing the instantly recognizable logos of each brand.

The Ready-to-Wear and Accessories

The ready-to-wear and accessories offering sees Prada turn its focus inward, reworking signature pieces with iconic adidas branding – executed in Re-Nylon textile. The collection includes: the adidas for Prada Re-Nylon Track Coat, the adidas for Prada Re-Nylon Tracksuit, the adidas for Prada Re-Nylon Sweater, the adidas for Prada Re-Nylon Hooded Jacket, and the adidas for Prada Re-Nylon Bucket Hat. Sleek, innovative, and refined, each piece is available in a duo of color iterations – black with white stripes and white with black stripes – detailed with Prada's historic enameled triangle logo.

The Bags

Authentically reflecting Prada's design language yet fusing the DNA of both brands, the adidas for Prada collection also features a suite of six expertly crafted bags. A timeless expression of adidas and Prada's house codes, the three larger bags on offer include: the adidas for Prada Re-Nylon Travel Bag, the adidas for Prada Re-Nylon Backpack, and the adidas for Prada Re-Nylon Shopping Bag. Combining unparalleled luxury with functional excellence, the selection of smaller bags includes: the adidas for Prada Re-Nylon Bandoleer, the adidas for Prada Re-Nylon BP Hoodie, and the adidas for Prada Re-Nylon Belt Bag. Each piece is brought to life through the blending of two timeless emblems: adidas' signature Three-Stripes detailing and the metallic triangle logo of Prada.

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.

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.