



## **ADIDAS AND PRADA INTRODUCE FIRST EVER JOINT FOOTBALL BOOT COLLECTION**

- **The first football collection recodes iconic adidas silos through Prada's Linea Rossa**
- **The collaboration fuses the best performance innovations, premium fabrication, and an aesthetic powerful through its minimalism**
- **The collection will be available in limited numbers via the adidas CONFIRMED App and through prada.com as well as selected Prada stores from the 25th of May, 2023**

**Milan/Herzogenaurach, 22<sup>nd</sup> May 2023** – Today, adidas and Prada unveil 'adidas Football for Prada' - specially engineered releases of iconic adidas boot franchises that combine the sophisticated codes of Prada, with high-performance football technologies unique to adidas. The collection reimagines the three leading adidas products - the Predator Accuracy, the Copa Pure and the X Crazyfast.

For the collection, dedicated to men and women, the two companies combine to explore and celebrate the fundamentals of their respective DNAs – adidas performance footwear reimagined with luxury materials, meticulous craftsmanship and design details synonymous with Prada's Linea Rossa.

Creating design cohesion across the pack, all footwear has a lining and upper expertly crafted with the finest leather - using the material in fresh ways for adidas in football - the bold red iconography of Linea Rossa, and a clean mono-colour base of black, white and silver.

Unveiled on a line-up of some of the best footballers in the world including Catarina Macario or Paulo Dybala in Copa Pure, Rafael Leão in X Crazyfast and Pedri in Predator Accuracy, amongst other players due to wear the boots on-pitch, the adidas Football for Prada collection will be available in limited numbers via the adidas CONFIRMED App from 22<sup>nd</sup> – 25<sup>th</sup> May 2023, as well prada.com and selected Prada stores from the 25<sup>th</sup> of May, 2023.

The design codes of the boot collection will also be showcased through an exclusive kit for the FIFA 23 Ultimate Team™ video game – with animated in-game versions of a jersey and shorts in both black and white that further celebrate the combination of Prada and adidas, transcending the partnership from the physical to the digital/gaming world.

### **THE 'ADIDAS FOOTBALL FOR PRADA' COLLECTION**

The collection consists of the adidas Football for Prada X Crazyfast, Prada Predator Accuracy and Prada Copa Pure.

### **ADIDAS FOOTBALL FOR PRADA X CRAZYFAST**

The X Crazyfast sees the original silhouette reinvented with a premium leather, whilst staying true to the lightweight structure and translucent visual that the X franchise is renowned for.



With this, leather – interspersed with adidas' Fusion Skin - prominently flows throughout the design, including the heel lining for an elevated material finish without compromising the core visual values of the X.

The structure of X's semi-transparent mono-mesh material on the mid-foot cage has been adapted from the original grids to showcase the triangles of Prada's brand identity. This is continued throughout the silhouette with the Linea Rossa red logo that adorns the heel of the boot.

Created at the intersection of style and performance, the boot remains first and foremost made for sport at the highest level. The tooling features adidas's innovative SPEEDFRAME technology, incorporated with a lightweight sole plate designed for responsive acceleration.

### **ADIDAS FOOTBALL FOR PRADA COPA PURE**

The Copa Pure is a nod to the design codes of both brands' vast archives. Its shimmering silver leather upper, synonymous with Prada, is finished with a leather lace cover – paying homage to shoes of adidas' past, and Prada's iconic application of the finest materials.

This full-leather shoe is completed with the integration of Fusion Skin, which offers the player delicate control on the ball, and soft cushioning on the forefoot via a traditional quilted effect for that trademark Copa touch.

A Torsion Frame Soleplate helps keep players balanced to perform at the highest level.

### **ADIDAS FOOTBALL FOR PRADA PREDATOR ACCURACY**

The Predator Accuracy is reimagined with a nubuck finish for the first time which is wrapped in Fusion Skin for a lighter, performance-first end-product. The boot is finished in a bold classic black, interrupted only by the Prada Linea Rossa stripe of the tongue and heel – which becomes translucent as it hits the tooling on the sole, and application of performance rubber on the upper.

These soft 'spikes' feature on the medial and lateral sides of a Predator boot - extending coverage on the surface, to optimize ball control and shooting accuracy. The spikes have also been transformed into triangles, in celebration of Prada's design DNA.

Meanwhile the outsole's FACETFRAME delivers stability, highly efficient transition, and dynamic traction for powerful movement on the pitch. The stud configuration has been optimised for use on firm ground.

#adidasforPrada



**For further media information:**

**adidas**

please visit <http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL>

**Prada press office**

[corporatepress@prada.com](mailto:corporatepress@prada.com)

[www.prada.com](http://www.prada.com)

### **About adidas in Football**

adidas is the global leader in football. It is the official supplier of the most important football tournaments in the world, such as the FIFA World Cup™, the UEFA European Championship & the UEFA Champions League. adidas also sponsors some of the world's top clubs including Real Madrid, Manchester United, Arsenal, FC Bayern Munich & Juventus. adidas is also partner to some of the best athletes in the game including Vivianne Miedema, Lindsey Horan, Wendie Renard, Leo Messi, Paul Pogba, Mohamed Salah, Paulo Dybala, Thiago Alcantara, Alessia Russo, Gabriel Jesus, Roberto Firmino, Joao Felix, Serge Gnabry, Jude Bellingham, and Karim Benzema.

### **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 some of the world's most prestigious luxury brands including Miu Miu, Church's, Car Shoe, the historic Pasticceria Marchesi and Luna Rossa.