



kvadrat

Press Release

adidas Original × Kvadrat

26 June 2017

Kvadrat and adidas Originals pays homage to Copenhagen with special edition Stan Smith

Inspired by Copenhagen, the city where utilitarian design, Japanese aesthetic and modernist values collide, adidas Originals and Kvadrat enter new collaboration to create a truly special edition take on the iconic Stan Smith silhouette.

With adidas Originals working closely with Kvadrat, the release presents three new iterations of the Stan Smith constructed from Kvadrat's contemporary fabric *Squares* by Danish designer Vibeke Rohland, countered with embroidered details of the 3-stripes mark and a contrast leader heel patch. Branding details on the tongue and heel complete the picture, placed atop a classic white cupsole. The adidas Originals × Kvadrat Stan Smith releases are out 6 July 2017, available in: Navy, Pink and Core Black – culminating as a collaborative release that is full of tone, texture and colour.

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.

About Kvadrat

Kvadrat was established in Denmark in 1968 and has deep roots in Scandinavia's world-famous design tradition. Kvadrat holds the leading position in Europe's high-quality contemporary textiles market. We supply architects, designers and private consumers across the world with textiles and textile-related products. We consistently push the aesthetic, technological and functional properties of textiles. In doing so, we collaborate with leading designers, architects and artists; among others Miriam Bäckström, Raf Simons, Ronan and Erwan Bouroullec, Thomas Demand, Olafur Eliasson, Alfredo Häberli, Akira Minagawa, Peter Saville, Roman Signer, as well as Doshi Levien and Patricia Urquiola.

For further information, please contact
press@kvadrat.org

kvadrat.dk