Adidas names Alasdhair Willis chief creative officer

By Jennifer Braun  -  March 4, 2022

Sportswear giant Adidas announced on Thursday the appointment of Alasdhair Willis as chief creative officer.

In this role, Willis will head the Adidas design community and will be responsible for the creative direction of the global brand and its three major labels – Performance, Originals, and Sportwear – to deliver a unified Adidas
Willis has partnered with Adidas since 2005, most notably through his role in the concept and development of Adidas by Stella McCartney in partnership with Stella McCartney. He has remained integral to the growth and development of the partnership since its launch.

At Adidas, Willis is also credited for building a strong understanding of the company’s consumers, brand, labels, and categories through his work on a number of projects.

“Stepping into a permanent role at Adidas and evolving our partnership is a great privilege and feels like an incredibly exciting and natural next step,” said Willis. “The power and influence of the brand on sport, sports culture, and beyond is immeasurable. I welcome the opportunity to help establish a new era of design and brand leadership at Adidas and, together with the team, take Adidas to even higher levels.”

Outside of his work with Adidas, he is known for his tenure as creative director of British fashion heritage brand, Hunter, transforming the small single product business into a multi-category global fashion brand, and as co-founder of the trailblazing Wallpaper* Magazine.

His contract kicks off in April, where he will report to executive board member of global brands, Brian Grevy.

“Alasdair is a true icon of the industry and together we have produced some of Adidas’ most innovative work, so to now have him lead our design community and set the future of our brand expression is a wonderful thing,” said Grevy. “We are looking forward to seeing the influence of his unique creative vision, experience and expertise from developing and establishing some of the world’s most recognised brands.”

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