Tom Daley stars in Adidas Pride content series

By Sandra Halliday - June 13, 2022

Adidas has followed up the launch of its collaboration with Australia-based queer artist and designer Kris Andrew Small to mark Pride 2022 with a content series featuring some of its prominent LGBTQIA+ partners.

The first example of this is a conversation between British diving champion Tom Daley and UK charity Stonewall, “where he speaks about his experiences as an openly gay Olympic athlete and how we can support the next generation”.

The second is a conversation between Layshia Clarendon, Chelsea Grey and Athlete Ally, an organisation championing LGBTQIA+ equality in sport, where they discuss the limitations of Title IX (a US Federal Civil Rights Law that prohibits sex-based discrimination in schools) and how it could be improved.

The collection from Kris Andrew Small — who’s known for creating bold works of art with a “joyful explosion of colours and patterns — is inspired by the “pop art and graphic design of the 1970s and 80s and highly regarded voices in the LGBTQIA+ community”.

Adidas is also taking its long-running ‘Love Unites’ platform to the world of EA Sports FIFA for Pride 2022. Select pieces from its Pride Collection will be available to wear in-game and use in two separate game modes of FIFA 22.

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