Adidas in new ongoing MrBailey collab for "unexpected" launches and content

By Sandra Halliday - 4 July 2022

Adidas Originals is linking up again with London-based MrBailey “to ignite the start of an ongoing partnership that will see the innovative designer reimagine the Trefoil’s futuristic Ozworld family of silhouettes”.

The collab will include “unexpected product launches, behind-the-scenes content, and much more still to come” with announcements appearing for consumers via the sports giant’s Confirmed app.

MrBailey is the founder of innovative footwear design studio ConceptKicks with the company being drawn to the “nomadic by nature… progressive creator’s practice [that] specialises in an approach to footwear innovation that is distinctly speculative in thinking and undeniably boundary pushing in execution”.

The label first collaborated with MrBailey on the “iconoclastic SST Ammonite shoe as part of the brand’s Catalyst for Change program in 2020”.

This was MrBailey’s 2020 collab with Adidas Originals so expected more “unexpected” shoes from the new deal - MrBailey
The partners have this time used the “biological research that informed the SST Ammonite silhouette” as the starting point and are informed by the ethos “nature is our greatest luxury”.

They said the collaborative partnership will “explore the innate systems of design within the marine habitat. Building on the inherent wonder and beauty of aquatic lifeforms through design techniques, the partnership promises to challenge the artificial distinction between man made production and the natural world”.

By Sandra Halliday

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