Adidas, ASOS and Maude Apatow team up for new Originals drop and campaign

By Nigel Taylor - July 14, 2022

Online fashion giant ASOS has teamed up with sportswear giant Adidas and “multi-hyphenate” American actress Maude Apatow for the launch of the latest Adidas Originals drop. The 22-piece Resort collection “is the ultimate capsule wardrobe for timeless summer style”, we’re told.
Featuring the 1949 Adidas crest, heritage-inspired T-shirts and sweatshirts are teamed with signature striped separates in a colour palette of red, white and blue, accent tufted with marl grey.

Co-ordinates “are given a refresh” mixing staple polo shirts and logo-embellished cropped tees with stretch minis, shorts and weighted cotton leggings in block tones of pillar box red, cream and classic navy, finished with pipe detail trims. The staple summer look is completed with bucket hats and mini-backpacks.

All styles in the collection are available in sizes XS-XXL, with prices ranging $35-$65.

The accompanying campaign is shot against a “postcard-perfect backdrop of the Italian coastline” and follows Apatow’s “trip of a lifetime as she dives into la dolce vita, dashing through bustling streets and dreaming sunny afternoons away by the poolside”.

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