



TOEI ANIMATION

Since 1956



adidas Originals x Dragonball Z

Global PR Embargo: August 30th

- **adidas Originals announce collaborative project with Toei Animation and legendary global anime series Dragon Ball Z**
- **The collaboration features 7 shoes inspired by iconic characters from the series' history**
- **Special packaging for each shoe comes together to reveal the story-arc of the collaboration**

adidas Originals is excited to announce a collaborative project with Toei Animation and its iconic international anime series, Dragon Ball Z. Since 1989, Dragon Ball Z has transcended the world of anime and manga, reaching global icon status within contemporary pop-culture.

The collaboration sees three of the most iconic battles between heroes and villains throughout the anime re-imagined in sneaker form. Following the Dragon Ball Z chronology, the collaboration features seven silhouettes from the adidas Originals roster, carefully chosen to represent the characteristics of the heroes and villains to which they refer. Kicking off with the legendary battle between two of Dragon Ball Z's most recognizable faces, Son Goku and Frieza, the collaborative project begins with the ZX 500 RM and Yung-1 respectively. Following this, the project moves to Son Gohan and Cell who are depicted in sneaker form as Deerupt and Prophere. Representing the final battle in the project, the Ultra Tech and Kamanda silhouettes are made-up in the image of Vegeta and Majin Buu. With the culmination of all 7 Dragon balls, the collaboration will be finished with the appearance of Shenron the Dragon, which is re-imagined as the EQT Support Mid ADV PK.

Each release will include two silhouettes (one hero and one villain), dropping monthly from September to December. The shoes will be presented in special collaborative packaging featuring an individual Dragon Ball Z



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etail, each box coming together to create a singular back cover design - a homage to the tapestry-like images found on the spines of the original Dragon Ball magazines.

Re-affirming a relentless commitment to collaboration and creativity, the project positions adidas Originals at the forefront of global popular-culture, uniting classic adidas design with one of the most beloved animated series of all time.

“adidas is an exceptional partner and it’s been a delight working with their creative team to bring this exciting collaboration to life,” said Masayuki Endo, President of Toei Animation Inc. “Their artistic vision adds a new chapter to the ongoing story of Dragon Ball’s merchandising success and we can’t wait for fans to discover what’s been created.

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 Toei Animation Inc.

Based in Los Angeles, Toei Animation Inc. manages the film distribution of Toei’s top properties, including Dragon Ball all series, Sailor Moon, One Piece, Digimon series, Saint Seiya, and many others to North America, Latin America, South Africa, Australia and New Zealand. Toei Animation’s Los Angeles office further handles all categories of consumer product licensing based on its film and television brands within these territories.

For more information, please visit www.toei-animation-usa.com

About Toei Animation Europe

With headquarters in Tokyo and sales offices in Los Angeles, Hong Kong and Paris, Toei Animation ranks amongst the world’s most prolific animation production studios. Toei Animation’s operations include animation development and production, and worldwide marketing and program licensing. Founded in 2004, Toei Animation Europe is in charge of the distribution and exploitation of Toei Animation’s animated series in Europe, Africa and the Middle East. Among its most famous series: Captain Harlock, Dragon Ball, Saint Seiya, Sailor Moon, and One Piece.