



PRADA

adidas and Prada Launch Two New Colorways of the A+P LUNA ROSSA 21

Milan/Herzogenaurach, 13th July 2021 – Once again, adidas and Prada come together to present two brand new colorways of the A+P LUNA ROSSA 21 sneakers.

Originally crafted for the sport of sailing, the grey colorway is the lifestyle version of the sneaker worn by the Luna Rossa Prada Pirelli team as they emerged victorious in the PRADA Cup, becoming the official challenger for the world renowned 36th America's Cup presented by Prada. Meanwhile, an all black colorway pays homage to the storied histories of both brands with a subtle tonal make-up.

Inspired by the iconic heritage of both brands as well as the aesthetic codes of the AC75 Luna Rossa boat, the A+P LUNA ROSSA 21 silhouette features an upper composed of PRIMEGREEN, a series of high-performance recycled materials, complimented by a hydrophobic E-TPU outer shell, an ergonomically designed EVA tongue, a specially crafted speed lacing system, and a perforated synthetic suede inner saddle. The sneaker's performance-inspired chassis is then sat atop a perforated BOOST midsole and a wrap-around outsole, providing enhanced freedom of movement for the wearer.

Leaving no detail unconsidered, each pair of A+P LUNA ROSSA 21 sneakers comes replete with a water-resistant pouch bag which perfectly houses a sleek co-branded box.

Both colorways of the A+P LUNA ROSSA 21 silhouette launch globally on July 19th via Prada boutiques, adidas flagship stores, prada.com, adidas.com and Confirmed. The black colorway is also available through selected retailers.

#adidasforPrada

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About Prada

Since 1913, Prada has been synonymous with cutting-edge style. Its intellectual universe combines concept, structure and image through codes that go beyond trends. Its fashion transcends products, translating conceptuality into a universe that has become a benchmark to those who dare to challenge conventions, focusing on experimentation. Prada is part of the Prada Group, a global leader in the luxury goods industry, which also owns Miu Miu, Church's and Car Shoe brands as well as Marchesi 1824. The Group designs, manufactures and distributes ready-to-wear collections, leather goods and footwear in more than 70 countries through a network of 633 stores as well as e-commerce channels, selected e-tailers and department stores around the world. The Group, which also operates in the eyewear and fragrances sector through licensing agreements, has 23 owned factories and approximately thirteen thousand employees.

About adidas

adidas is a global designer and developer of athletic and lifestyle footwear, apparel and accessories with the mission to be the best sports brand in the world. As an innovation and design leader, adidas engineers the best in high-performance products to make athletes better, faster and stronger and creates a range of classic and fresh lifestyle and high-fashion lines.