

APPAREL AND ACCESSORIES

## Gucci, Adidas tease new collaboration uniting brand heritages

February 25, 2022



*The promotional image reflects both the sportswear's recognizable stripes and trefoil emblem and Gucci's classic brand name. Image credit: Adidas*

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Gucci** and German sportswear brand Adidas are announcing a new partnership, melding their codes and brand ethos.

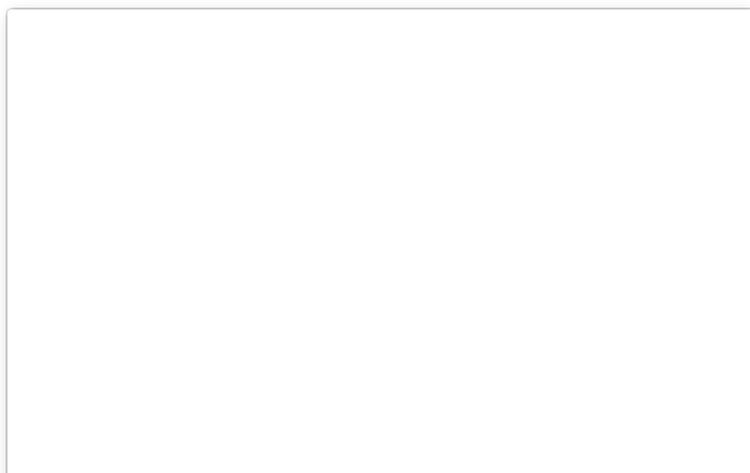
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The collaboration was revealed at Gucci's fall 2022 ready-to-wear show on Feb. 25, as models walked in several disparate looks from the new connection. It has not yet been confirmed when the collection will hit shelves.

### Adidas x Gucci

Several celebrities and brand ambassadors were present for the Exquisite Gucci show, including Rihanna, A\$AP Rocky, Serena Williams and Jared Leto.

Models showcased the collaboration's looks, which reflect the aim of the partnership: to blend the heritages and styles of the brands. The melding was present in a chic formal tracksuit with Adidas' iconic stripes and trefoil logo with "Gucci" spelled out at the top center of the garment.



[View this post on Instagram](#)

A post shared by Gucci Official (@gucci)

*Gucci and Adidas are teasing the collaboration on social media*

Other looks included hats, gloves and headscarves.

While the celebrity attendees garnered a lot of buzz at the show, the collection itself made its own impact thanks to the reveal of Gucci's collaboration with Adidas.

Consumers can stay up to date on developments regarding the new products by visiting the Adidas Confirmed app and the @adidasOriginals and @Gucci social media accounts.

In recent years, the Italian fashion label has collaborated with other activity-centered brands.

Last December, Gucci and outdoor recreation brand The North Face reunited for the second chapter of their collaboration ([see story](#)).

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