

APPAREL AND ACCESSORIES

Gucci, Adidas release lookbook ahead of June collection drop

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The Gucci x Adidas capsule collection debuts on June 7. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion label Gucci and German sportswear brand Adidas are teasing their new capsule collection with a new lookbook.

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Adidas x Gucci is a melding of house codes, with the streetwear creations originally debuting on the runway of the Exquisite Gucci show in February. The first Adidas x Gucci look book generates excitement for the collection which will be released June 7 across select Gucci stores, pop-ups, the Adidas Confirmed app and online at Gucci.com.

Sporty meets chic

In presenting the selection, Alessandro Michele, creative director of Gucci, showcased looks inspired by archival catalogs, featuring models in intricate poses against brightly colored backdrops with sporty props. The images were shot by photographer Carlijn Jacobs.

The collection's offerings seamlessly weave together the cores and styles of the two brands. The iconic stripes of Adidas permeate throughout the ready-to-wear pieces that include athletic staples and leisurewear.



The new collection melds sporty and chic aesthetics. Image courtesy of Gucci

Track pants illustrate the white three stripes of Adidas on one leg, as the other leg features the red and green web of Gucci a melodious pairing. The collection also features motifs including the Adidas trefoil and GG monogram.

Additional pieces include leather heels, suede loafers and silk scarves.

The new collection melds retro and contemporary feels, as the two iconic brands come together in a collection where sporty meets chic.

Gucci and Adidas announced their new partnership in February. The collaboration was revealed at Gucci's fall 2022 ready-to-wear show on Feb. 25 ([see story](#)).

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