

## Adidas unveils Tsonga-inspired collection with SA designer Rich Mnisi

Adidas has launched a vibrant collection of apparel and footwear in collaboration with South African contemporary fashion designer, Rich Mnisi.



Source: Supplied

The new range features a lineup of bold pieces that celebrate Mnisi's Tsonga heritage with apparel that supports a range of sports including running, cycling, swimming and training.

Alongside the performance pieces are statement streetwear looks featuring exaggerated silhouettes designed to fuse style, colour and function. The drop is also rounded off with Adidas footwear lines including Superstar, UltraBoost and Forum, which have been reborn with Mnisi's signature prints via a series of design accents that feature throughout.



Source: Supplied

In a statement shared by Adidas, the brand says that Mnisi's dedication to push the dial on the celebration of identity intersects with Adidas' belief that through sport, they have the power to change lives. The result is a line that pushes the boundaries of sport style, all with self-expression at the heart.

Pieces in the collection fuse bright, bold animal prints, vibrant clashing colours, and striking abstract patterns that come together to tell the exciting story of Mnisi's roots. Each piece has been designed to be worn as a standout piece or accessorised and layered for a more individual and expressive look.





Source: Supplied





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## **Reflecting heritage, self-expression and community**

Reflecting Mnisi's vision for celebrating community, habitat and homeland environments, hero styles and performance pieces have also been made in part with recycled materials and Parley Ocean Plastic, to help end plastic waste. The campaign features Mnisi's close circle and local community in South Africa, a lineup of inspirational figures who he believes use their identity to push culture forward.





Source: Supplied

Mnisi comments on the launch saying, “I am immensely proud to present this collection in collaboration with Adidas, an iconic brand that I grew up seeing on people of colour that were rewriting the arts. It has been a pleasure to bring my designs to classic pieces. We have created a bright, unique collection that reflects my love for the idea of community and heritage, individuality and self-expression. Our aim was to create pieces that supports life on and off the sports field.”

“The spirit of this collection celebrates our homeland, so environment was an important aspect when looking at methods and materials used in the creation process. I am so pleased we’ve used Adidas advanced technology and partly recycled materials. I am truly excited for the world to see this collaboration come to life,” Mnisi adds.



Low-carbon design: Adidas and Allbirds debut Futurecraft.Footprint sneaker

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The Adidas x Rich Mnisi collection will be available from 25 February 2022 at [adidas.co.za](https://adidas.co.za) and adidas Originals and Performance stores, with prices ranging from R379 to R3,599.

For more, visit: <https://www.bizcommunity.com>