Adidas and Prada launch first ready-to-wear collab, Re-Nylon is key material

By Sandra Halliday - 6 January 2022

Adidas and Prada are moving their existing collaboration deal a step forward with the first-time addition of clothing and a big focus on sustainability by using the Italian luxury label’s Re-Nylon material.

Their latest collection launches on January 13 and “reimagines luxury sportswear through a more sustainable lens”.

As well as adding ready-to-wear, bags are also included, as well as “elevated takes on the Adidas Forum High and Low silhouettes”.

Each piece has been made in Italy by Prada using its “infinitely recyclable” Re-Nylon fabric that first debuted in 2019. Re-Nylon is created through the recycling of plastic waste collected from oceans and textile fibre waste that can be “purified and recycled indefinitely, with no loss of quality”.

And the companies said that the “celebration of Prada Re-Nylon through the Adidas for Prada collection underscores a landmark: the shift of the entire Prada production from virgin nylon to Re-Nylon, achieved by the end of 2021”.

They added that they’re “set to celebrate the inherently innovative spirit of their latest collection with a unique digital activation, bringing brands and people together in a radically inclusive manner. Collaborative by nature, fans of the collection will be invited to participate in the metaverse with Adidas and Prada through open-source co-creation”.

The clothing collection includes a track coat, tracksuit, sweater, hooded jacket and bucket hat, all in black with white stripes and white with black stripes plus Prada’s enamelled triangle logo.