Adidas launches new Ivy Park collection 'Ivytopia'

By Jennifer Braun - 13 July 2022

Adidas has announced the launch of its latest collaborative collection with Beyoncé’s Ivy Park.

Titled 'Ivytopia' and launching online on July 21, the new drop includes fashion styles, performance gear, footwear, and accessories available in inclusive and gender-neutral sizing. Moreover, the drop includes childrenswear.

“A transformative utopia awaits you in a state of mind we call Ivytopia. The line explores the collective connection we share after emerging from a period of isolation,” the company said in a news statement.

“Ivytopia imagines the possibilities of this journey with one another, dreaming and exploring our infinite potential. Whether a beach, mountain range, or urban oasis, the setting is unlimited, as long as it makes you feel hopeful for what’s yet to come.”

In particular, the collection features swimwear and modern silhouettes created with every body in mind. Design details include floral-inspired print, bold crystal prints, futuristic details and shapes to evoke another worldly experience. It also includes textiles like printed power mesh, metallic spandex, stretch twills, and French terry that speak to Ivy Park’s love of athleticism and fashion, amplified through lines and cuts that are abstract yet flattering.

Accessories for the collection mirror the apparel’s inspiration and include a five-panel wide brim hat, a reversible IVP bucket hat, as well as a keep all tote that is oversized and multi-functional with removable exterior pouch pockets. Also included is a three-pack assortment of socks in line with the collection’s color palette.

Rounding out the collection is footwear styles including the iconic Stan Smith, which has been re-worked with a bold and slightly futuristic look. Additionally, there are both a new iteration of the Savage sneaker and the Ultra Boost in engineered knit which provides a light touch through design and feel.

The collection launches with a cinematic campaign featuring international supermodels, Irina Shayk, Joan Smalls along with Harvey Newton-Haydon, Adut Akech and Alva Claire.
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