

SHIFERAW MAGAZINE



Thom Browne x Adidas

A Stripe-Based Collaboration that Could've Been in

Another Reality

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Strong Suits

The stripes argument in the fashion industry, which suggests that certain brands "own" the use of stripes in their designs, is generally seen as impractical for a few reasons.

Firstly, stripes have been a ubiquitous pattern in fashion for centuries, and it is difficult to argue that any one brand has exclusive ownership over the use of stripes in their designs. Many brands, from high-end luxury labels to fast fashion retailers, have incorporated stripes into their collections in various ways, and it would be impractical and unproductive for any one brand to try and claim ownership over this pattern. Even brands that are well-known for their use of stripes, such as Adidas and Thom Browne, have not been able to completely monopolize this design element. Other brands and designers have also used stripes in their designs, often with their own unique spin or interpretation.

What must be understood is that fashion is a constantly evolving and changing industry, and it would be limiting for any brand to try and stake a claim on a specific design element or pattern. Brands that are successful in the long term are those that are able to adapt and evolve with changing trends and consumer preferences, rather than those that try to cling to a specific aesthetic or design element. With that in mind, Adidas claimed that Thom Browne had created a line of sneakers and apparel that featured stripes that were "confusingly similar" to Adidas' three stripes trademark. Adidas argued that the similarities between the two designs were likely to cause consumer confusion and harm the brand's reputation. However, Thom Browne has argued that its use of stripes is distinct from Adidas' trademark and that it has used stripes as a signature design element since its inception in 2001. The brand has also pointed out that it has never used three stripes in a row, but instead uses a series of stripes that vary in thickness and color.

But we're not here to talk about the importance of stripes or trademark protection, we're here to talk about **Thom Browne x Adidas**.

Fashion collaborations have become a norm in the industry, with high-end designers and sportswear brands joining forces to create something new and exciting for their consumers. With that being said, Adidas and Thom Browne recently announced their collaboration, an innovative partnership that fuses the world of streetwear with high fashion. This collaboration would combine the sportswear giant's technological expertise with the American fashion designer's sharp tailoring and signature stripes. It is expected to produce a collection of sports-inspired

apparel that embodies both the sporty and sartorial aesthetics for which Adidas and Thom Browne are known respectively. The Adidas x Thom Browne collaboration highlights the increasing importance placed on functionality in fashion, which has seen traditional fashion designers teaming up with sportswear brands to produce luxury sportswear that is both stylish and functional. This collaboration is highly anticipated and expected to tap into the growing demand for sports-inspired pieces, while also catering to those who seek a more sophisticated, high-end look. Moreover, the Adidas x Thom Browne collaboration demonstrates how fashion brands are seeking to innovate and differentiate themselves from their competitors by embracing change, reflecting evolving consumer preferences, and embracing the culture of technology. The Adidas x Thom Browne collaboration is an ideal example of how sportswear and fashion brands are increasingly merging their diverse styles to produce unique offerings. This collaboration is expected to increase the appeal of both brands, providing them with a unique selling proposition that sets them apart from their competitors.

Thom Browne is known for his unique take on traditional menswear, which involves slim-fit suits with cropped trousers and a strong emphasis on tailoring. He is also recognized for his use of signature stripes, which can be found on everything from his clothing to his accessories. The combination of Browne's style and Adidas' innovative technology could result in an exciting collaboration that appeals to both fashion and sports enthusiasts. Adidas has a long history of partnering with designers to create unique collections. The brand has previously collaborated with designers such as Stella McCartney, Raf Simons, and Alexander Wang, among others. Adidas has also collaborated with other fashion brands such as Palace Skateboards and Parley for the Oceans. Thom Browne has also collaborated with various brands, including Moncler and Brooks Brothers. His most notable collaboration was with streetwear brand Supreme in 2018, which resulted in a collection that featured tailored suits, t-shirts, and accessories.

The potential collaboration between Adidas and Thom Browne would be an exciting venture for both parties. This combination could result in a unique collection that combines the best of both worlds. One possibility for this collaboration could be a collection of athletic wear that features Browne's signature stripes and attention to detail. The collection could also incorporate Adidas' innovative technology, such as the brand's BOOST cushioning and Primeknit material. The result could be a collection that is both stylish and functional. Another possibility

could be a line of sneakers that incorporate Browne's signature stripes and attention to detail. Adidas is known for its iconic sneakers, and Browne's tailoring expertise could add a new dimension to the brand's footwear offerings.

The collaboration between Adidas and Thom Browne would not only appeal to the fashion-conscious consumer but also to sports enthusiasts. Adidas has a strong presence in the world of sports, and Browne's attention to detail could elevate the brand's athletic offerings. The potential collaboration has already generated a lot of buzz in the fashion industry. Fashion experts are excited to see how the two brands will work together and what they will create.

Adidas has been expanding its reach in the fashion industry in recent years. The brand has been collaborating with high-end designers to create collections that appeal to both sports enthusiasts and fashion-conscious consumers. Adidas has also been working to reduce its environmental impact, with initiatives such as the use of recycled materials in its products. Thom Browne has also been making strides in sustainability. The designer has incorporated eco-friendly materials in his collections and has been working to reduce the environmental impact of his brand. The potential collaboration between Adidas and Thom Browne could be an opportunity for both brands to continue their sustainability efforts. The two brands could work together to create a collection that incorporates recycled materials and sustainable practices. This could have a positive impact on the fashion industry as a whole, encouraging other brands to follow suit.

Ultimately, the potential collaboration between Adidas and Thom Browne could result in an exciting collection that combines the best of both brands. The collection could appeal to both fashion-conscious consumers and sports enthusiasts. The collaboration could also be an opportunity for both brands to continue their sustainability efforts and encourage other brands to do the same. Fashion enthusiasts are eagerly anticipating the announcement of this collaboration, and the industry is buzzing with excitement about what the two brands will create.

The Adidas x Thom Browne collaboration is a clear manifestation of the current trend in the fashion industry towards functionality, as traditional fashion designers partner with sportswear brands to create luxury sportswear that is both chic and purposeful. The partnership between Adidas and Thom Browne underscores the increasing importance of appealing to consumers who value both style and practicality in their apparel. The Adidas x Thom Browne

collaboration also highlights the role of innovation in differentiating brands from one another and catering to evolving consumer preferences. This collaboration is expected to generate a collection of sports-inspired apparel that combines Adidas' sporty aesthetic with Thom Browne's sartorial sensibilities. This merger of styles is aimed at tapping into the growing demand for luxury sportswear that is both fashionable and functional.

The success of this collaboration will ultimately hinge on its ability to strike a balance between aesthetics and functionality, with consumers increasingly looking for pieces that not only look good but also perform well during physical activity. Furthermore, sportswear brands are not solely focused on meeting the demands of consumers for stylish and functional garments. They are also leveraging technology to innovate their products and create unique offerings that set them apart from competitors. Ultimately, the Adidas x Thom Browne collaboration is an exemplary case of how fashion brands are adapting to changing consumer needs by partnering with sportswear brands to create luxury sportswear that is both stylish and functional. This trend highlights the importance of appealing to consumers who prioritize practicality in their apparel, as well as the role of innovation in differentiation and meeting evolving preferences of consumers. The partnership between Adidas and Thom Browne represents a trend in the fashion industry towards functionality, as traditional fashion designers collaborate with sportswear brands to create luxury sportswear that satisfies consumer demand for both style and practicality.

When it comes to collaborations, the possibilities are endless. Adidas and Thom Browne could create a range of sophisticated pieces that would appeal to fashion enthusiasts and sports enthusiasts alike. Here are some potential collaboration pieces that the two brands could create:

Tailored Track Pants: Thom Browne is known for his sharp tailoring and attention to detail, while Adidas is known for its technical advancements in sportswear. A collaboration between the two brands could result in a pair of tailored track pants that incorporate Browne's signature stripes and Adidas' technical expertise. The pants could be made with moisture-wicking fabric, and the cuffs could feature Adidas' iconic three stripes.

Sneakers with Tailored Details: Adidas is known for its iconic sneakers, while Thom Browne is known for his unique take on traditional menswear. A collaboration between the two brands could result in a pair of sneakers that incorporate Browne's tailoring expertise. The sneakers

could be made with premium materials, such as leather or suede, and feature Browne's signature stripes and unique detailing.

Athletic Jackets with Tailored Fit: Athletic jackets are a staple in the sportswear industry, but a collaboration between Adidas and Thom Browne could result in a jacket with a tailored fit that appeals to the fashion-conscious consumer. The jacket could feature Browne's signature stripes and be made with technical fabric that provides both style and function.

Polo Shirts with Technical Features: Polo shirts are a classic wardrobe staple, but a collaboration between Adidas and Thom Browne could result in a polo shirt that incorporates technical features such as moisture-wicking fabric and UV protection. The shirt could feature Browne's signature stripes and a tailored fit that sets it apart from other polo shirts on the market.

Gym Bags with Sophisticated Design: Gym bags are an essential item for sports enthusiasts, but a collaboration between Adidas and Thom Browne could result in a gym bag with a sophisticated design that appeals to the fashion-conscious consumer. The bag could feature Browne's signature stripes and be made with durable, high-quality materials that can withstand daily use.

The limited edition collection released by Thom Browne x Adidas will attract a huge demand, resulting in quick sell-outs and long waiting lists for the products. The unique blend of Thom Browne's signature preppy style with Adidas' sporty design aesthetic has garnered attention from both fashion enthusiasts and sports fans, expanding the consumer base for both brands. In addition to the financial gain, this collaboration has also improved the brand image for both parties involved. By partnering with a luxury designer like Thom Browne, Adidas is able to elevate their product offerings while maintaining their streetwear relevance. On the other hand, Thom Browne's collaboration with a global sportswear giant like Adidas allowed them to showcase their innovation and versatility outside of traditional menswear designs. This partnership also presented an opportunity for both brands to reach new markets and audiences. While Thom Browne typically caters to high-end consumers who appreciate tailored pieces, this collaboration helped Adidas tap into that demographic as well as widening its appeal among younger generations interested in hybrid styles that encompass premium aesthetics alongside functionality. The success of this collaboration highlights how collaborations between seemingly

disparate industries can yield unexpected outcomes through mutual creativity bridging functional demands across various demographics shaping customer experience.” Such partnerships allow each brand partner not only access but insights into cross-industry trends & advancements within

At the end of the day, Thom Browne emerged victorious in the suit brought against them by Adidas over the truly silly argument of stripes and who can or cannot use them. One thing is clear; if Thom Browne and Adidas were ever daring enough to collaborate, their fusion of sportswear and tailoring would reverberate the walls of the fashion industry.