

Pharrell & adidas Drop Wild “Virginia Adistar Jellyfish” Sneaker – Maximalism Meets Marine Chic

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Pharrell Williams has unveiled his boldest collaboration with adidas yet: the **Virginia Adistar Jellyfish**. Released under his new creative banner *VIRGINIA*, this sneaker marks a dramatic reinterpretation of the classic Adistar Cushion runner, spotlighting a maximalist, sea-inspired aesthetic.

Design & Concept

Drawing inspiration from jellyfish physiology, the sneaker features an exaggerated, wavy midsole that evokes floating gills, layered mesh uppers, exoskeletal TPU overlays, and glow-in-the-dark elements that add depth and movement. Each pair also features subtle “VIRGINIA” and “Jellyfish” branding on the tongue and insole.

From Runway to Retail

The Adistar Jellyfish first made its public appearance during Paris Fashion Week in two standout colorways—“Grey” and “Orange”—worn by Pharrell and Clipse.

The officially global release is scheduled for **August 23, 2025**, via adidas’s Confirmed app, adidas.com, and select retailers. A raffle event was previously hosted through blackyachtrock.com. Retail price is set at **\$300 USD**.

Fashion-Forward & Statement-Driven

Living at the intersection of badge branding and avant-garde streetwear, the Jellyfish silhouette flips the script on the minimalist sneaker trend. Its sculptural, marine-influenced design stands as a statement piece that defies conventions—and Pharrell’s vision to “go way bigger” plays through every detail.