

ASOS Reboots adidas Heritage for Summer

Published on 03 Sep 2025 | By IFI Correspondent



ASOS and adidas Originals have launched a dynamic new womenswear collection that bridges sporting heritage and contemporary style. Aptly titled **Collection 01**, this collaboration reinterprets adidas' iconic 3-stripes through ASOS' in-house creative vision—releasing a bold blend of retro and modern design sensibilities.

Unveiling on a Catwalk in the Streets of London

The collection stunned audiences when debuted via an open-air runway on a central London street. The tarmac transformed into a fashion stage, complete with triple stripe motifs painted across the runway and atmospheric lighting overhead. Models walked among surprised locals, creating an immersive environment that amplified the collection's fusion of sport and city street style.

Design Highlights: Sport Meets Summer Style

Drawing from adidas' classic silhouettes, the collection refreshes them with ASOS's trend-led approach:

- **Crochet Knit Tracksuits:** Traditional track structures reimagined with crochet knit textures—soft yet structured, and rich in craft appeal.
- **Graphic-Heavy Separates:** Bold prints and embroidery add texture and visual punch.
- **Pieces Across Categories:** Expect everything from capri-length leggings and bandeau tops to maxi skirts, tailored blazers, crisp cotton shirts, and zip-up firebird-style jackets. That range ensures utility, versatility, and statement.

A Color Story That Pops

The palette balances depth with brightness—deep burgundies and earthy neutrals form the foundation, while pops of butter yellow, blue, and green provide graphic contrast. This not only offers seasonal appeal but ensures pieces feel as vibrant now as they will for fall wardrobes.

Strategic Significance for Both Brands

This marks a pivotal milestone in the ASOS-adidas partnership, according to **Vanessa Spence**, ASOS's Executive Vice President for Brand and Creative. She praised the collaboration as “the most exciting launch in the history of the partnership and also ASOS' history,” highlighting its bold creative ambition.

From adidas's perspective, **Chris Walsh**, VP of Brand for North Europe, emphasized how the collaboration pushes the boundaries of sport and style. It lets the brand speak to a fashion-savvy audience through ASOS's dynamic lens.

Price, Availability, and Accessibility

Collection 01 launched on **15 July 2025**, exclusively on ASOS.com, available in sizes XS to 3XL with prices ranging between £30 and £300—making it both inclusive and accessible.

The pieces are designed to pair seamlessly with adidas trainers and casual footwear, reinforcing the collection's lifestyle crossover appeal.

Fashion & Retail Reception

The collection made waves across fashion coverage. Vogue-style channels and fashion commentary praised its balance of athletic aesthetics with modern tailoring. Many highlighted the crochet knits and bold prints as refreshing in the era of athleisure saturation. (

Early responders on Instagram noted that standout details—like the embroidered poplin styles and crochet two-pieces—offer styling versatility perfect for both summer and transitional seasons.

This drop may also signal a shift in collaborations: fashion houses leaning into heritage sports identities with a fresh, directional approach, offering stylized yet wearable apparel.

Cultural and Trend Implications

- **Heritage Meets Hybrid Wear:** The range taps into nostalgia for classic sporting shapes while adapting them for present-day consumer expectations—chunky trainers, layered hoodies, and mesh-y crochet details all in one collection.
- **Gender-Fluid Styling:** Pieces like oversized blazers paired with leggings or slouchy tailoring underline a shift toward unisex approachability.
- **Expand Retail Partnerships:** With ASOS controlling design and ecommerce access, this sets a precedent for future collaborations—where digital-first retailers steer creative direction while anchoring aesthetics in brand heritage.