

Adidas and Offspring Launch ‘House of ZX’ Digital Hub for Sneaker Enthusiasts

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Sportswear giant **Adidas** has teamed up with sneaker retailer **Offspring** to launch a new *digital platform* — **House of ZX** — designed as a cultural hub for fans of the brand's iconic ZX sneaker franchise.

This online space aims to spotlight both the **history and future** of ZX, blending archival content with upcoming news, community highlights, and exclusive previews tied to the ZX universe.

Platform Highlights: History Meets Future

At the heart of the new initiative is the **ZX Archive**, where sneaker enthusiasts can explore stories behind pivotal ZX releases from the first **ZX500 in 1984** through collaborations with influential names like Atmos, Bodega and Sean Wotherspoon.

Complementing that is **Offcuts**, a media section presenting deep-dive content that includes feature stories from both Adidas x Offspring and individual contributors from the Offspring community.

Community-Driven Curation

Aman Tak, Offspring's senior manager for buying, marketing and footwear design, highlighted the platform's community ethos, saying Offspring will serve as the “**physical and digital home of ZX**” and that House of ZX is “*curated by sneakerheads for sneakerheads*.”

This approach aims to resonate especially with UK-based sneaker culture — a market with a longstanding affinity for ZX — and invites fans to participate in how the platform evolves.

Sneaker Drops and Access

House of ZX also functions as a central source for news on **future releases**, including **exclusive updates on 2026 ZX drops** and details about in-store Offspring activations.

The first notable release of the year, the **Adidas ZX 8000 MIG ‘Made in Germany’** in two colorways, dropped on **January 10, 2026** — a launch that underscores the renewed cultural push around the ZX franchise.

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