



Y-3 PRESENTS SPRING/SUMMER 2025

JUNE 21, 2024 - 6:30PM

SALLE PLEYEL, 252 RUE DU FAUBOURG SAINT-HONORE, 75008 PARIS

“Y-3 was born from the fusion of the seeming opposites of sport and style. Together with Adidas we worked on forming something that didn’t exist and that foresaw the future.”

- Yohji Yamamoto

In conversation between the poetic world of Yohji Yamamoto and the technical innovation of adidas, the collection is informed by Aeration, Reflex, Superposition - three key design principles, reflective of the three stripes.

Lightness, motion, and layering come together to tell the enduring story of Y-3. That which is unnecessary is then negated, as paint stroke graphics remove excess noise to present the essence of Y-3 and nothing more.

Adidas technical fabrics born in sport are reborn in Y-3’s vision - technical mesh iterated as a vest for the street, and individual squares of adiZero hand edge-bonded together into an aerated quilt, then rendered as a gown. Tailoring features trailing threads creating movement within the structure of a jacket. A vision for the street is offered in reflective, aerated, and adaptable outerwear.

The presentation introduces Y-3’s collaborative collection with the reveal of the official on pitch jersey of the Japan Football Association (JFA), seen in both the blue flame ‘home’ and red flame ‘away’ kits amongst tailoring, and within a closing look featuring a trailing patchwork parachute skirt.

As the label recalls its heritage while pushing forward progressive design, two footwear silhouettes punctuate the collection. The Y-3 REGU emerges as a reinterpreted take on a low-profile shoe from the first ever adidas and Yohji Yamamoto collaboration. The Y-3 ZODAI signals a step into the future as the iconic adidas Superstar is subverted in three iterations with exaggerated yet ultra lightweight constructions. Elsewhere, canvas overflows the Nizza boot, meeting the street and the Stan Smith is made adaptable with velcro straps.

Unveiled at Salle Pleyel, a music theater in the heart of Paris, the collection was set against a monolithic landscape, brought to life through contrasting geometric shadows, choreographed by flashing lights.

An homage to Y-3 legacy, icons from the world of sport and culture walked the show – including American footballer Garrett Wilson, skater Marcos Montoya, footballers Naomi Feller, Fuka Nagano and Joel Chima Fujita and artist Gabriel Moses.

Y-3

SHOW CREDITS

Styling: Robbie Spencer
Casting: Midland Agency
Set design: Matière Noire
Production: Farago Projects
Music: Solitary Dancer
Location: Salle Pleyel
Hair: Olivier Schawalder
Make Up: Lucy Bridge

Special thanks to: Garrett Wilson, Marcos Montoya, Naomi Feller, Fuka Nagano and Joel Chima Fujita and Gabriel Moses

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