



KANYE WEST and adidas announce the YEEZY BOOST 350 V2 Core Black / Red for INFANTS & ADULTS

FEBRUARY 2017 - After the introduction of the YEEZY BOOST 350 V2 silhouette in 2016, the first adidas + KANYE WEST release of 2017 sees the model return in a black / red color way, releasing globally on February 18th in adult and, for the first time, infant sizing.

The YEEZY BOOST 350 V2 features a black Primeknit upper with contrast red letters bearing a mirrored 'SPLY-350' mark, distinct center stitching, and, for the first time on the YEEZY BOOST 350 V2, a heel tab.

On the adult shoe, a semi-translucent rubber outsole and TPU sidewalls create a striking effect while providing superior traction, while the YEEZY BOOST 350 V2 midsole utilizes adidas' innovative BOOST™ technology to create a durable, shock-resistant, responsive sole.

The infant shoe features a responsive all-rubber outsole, and a BOOST™ midsole, delivering superior traction and comfort.

The YEEZY BOOST 350 V2 will retail for R3999, the YEEZY BOOST 350 V2 INFANT for R2999, and both models will be available through the adidas online store as well as Shelflife in Cape Town and Shelflife in Johannesburg on Saturday, February 18th, 2017 from 10:00am.

The YEEZY BOOST 350 V2 release will take place through a first come first serve on the adidas online store. Please contact Shelflife direct for further information on their release mechanism. T&C's apply.

www.adidas.com/KANYE

YEEZY.SUPPLY

#YEEZYBOOST

#adidasOriginals

@adidasOriginals

@adidasza