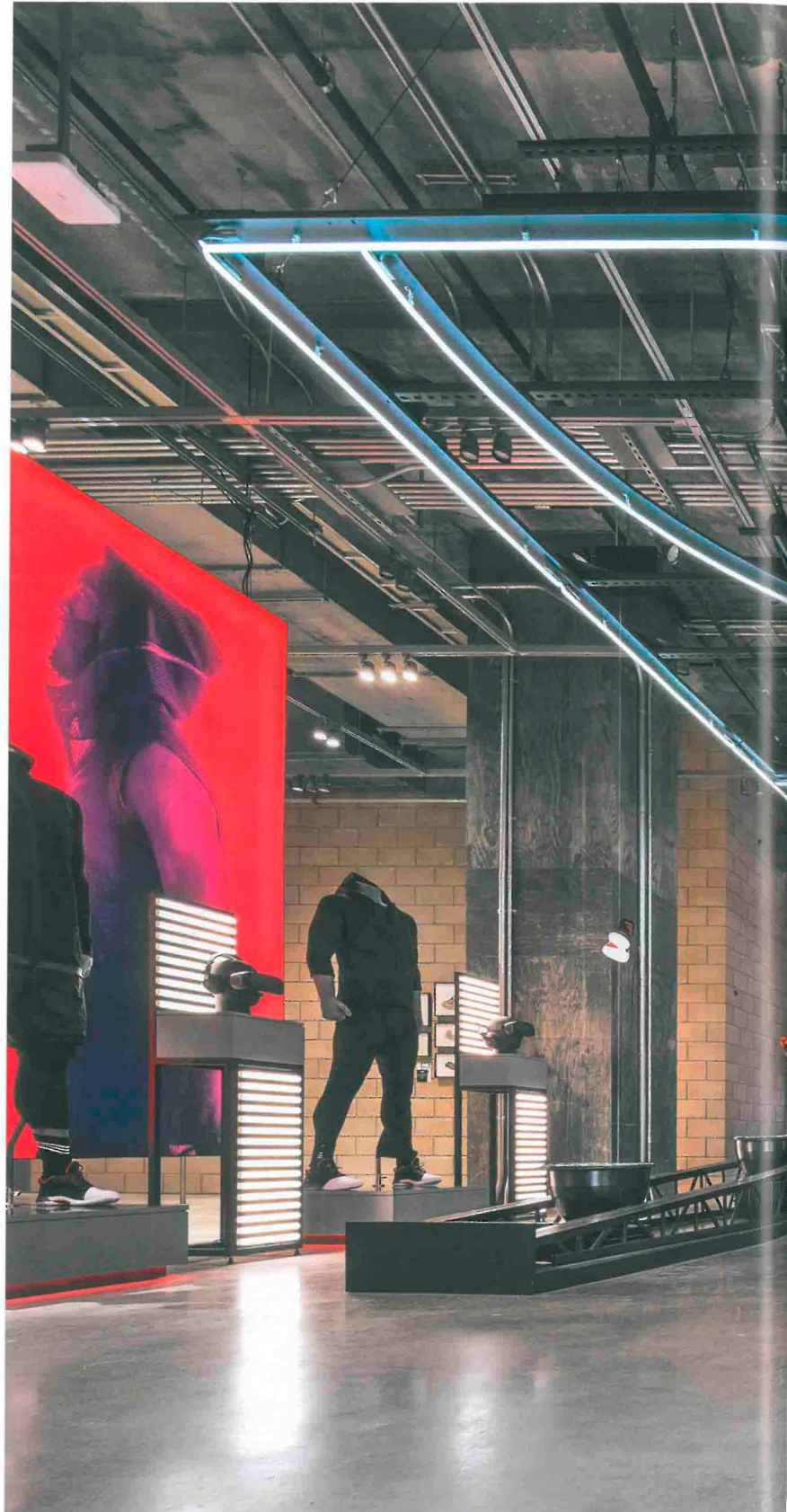


## RETAIL

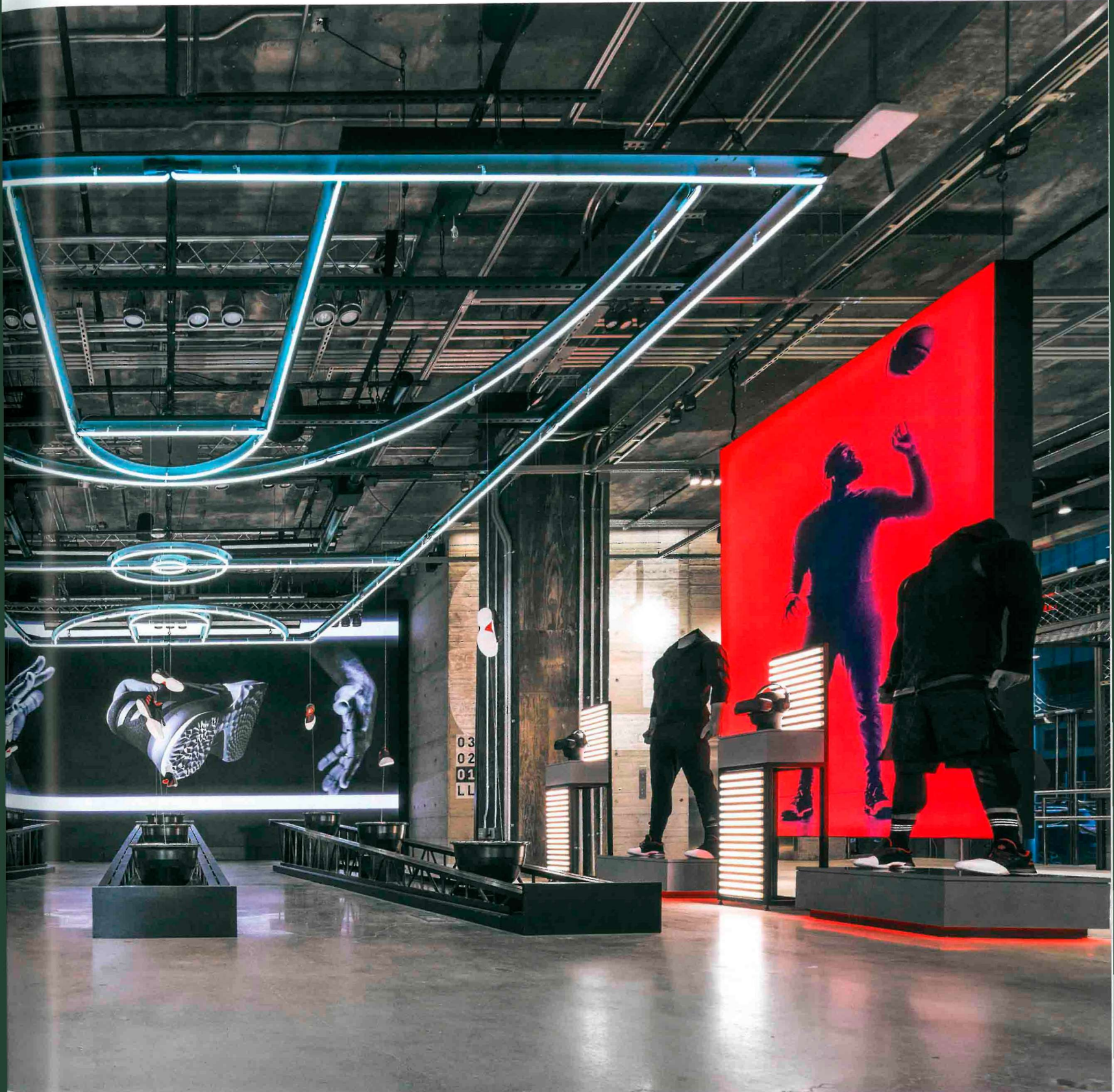
# Textiles made from ocean waste weren't enough for ADIDAS's NYC flagship



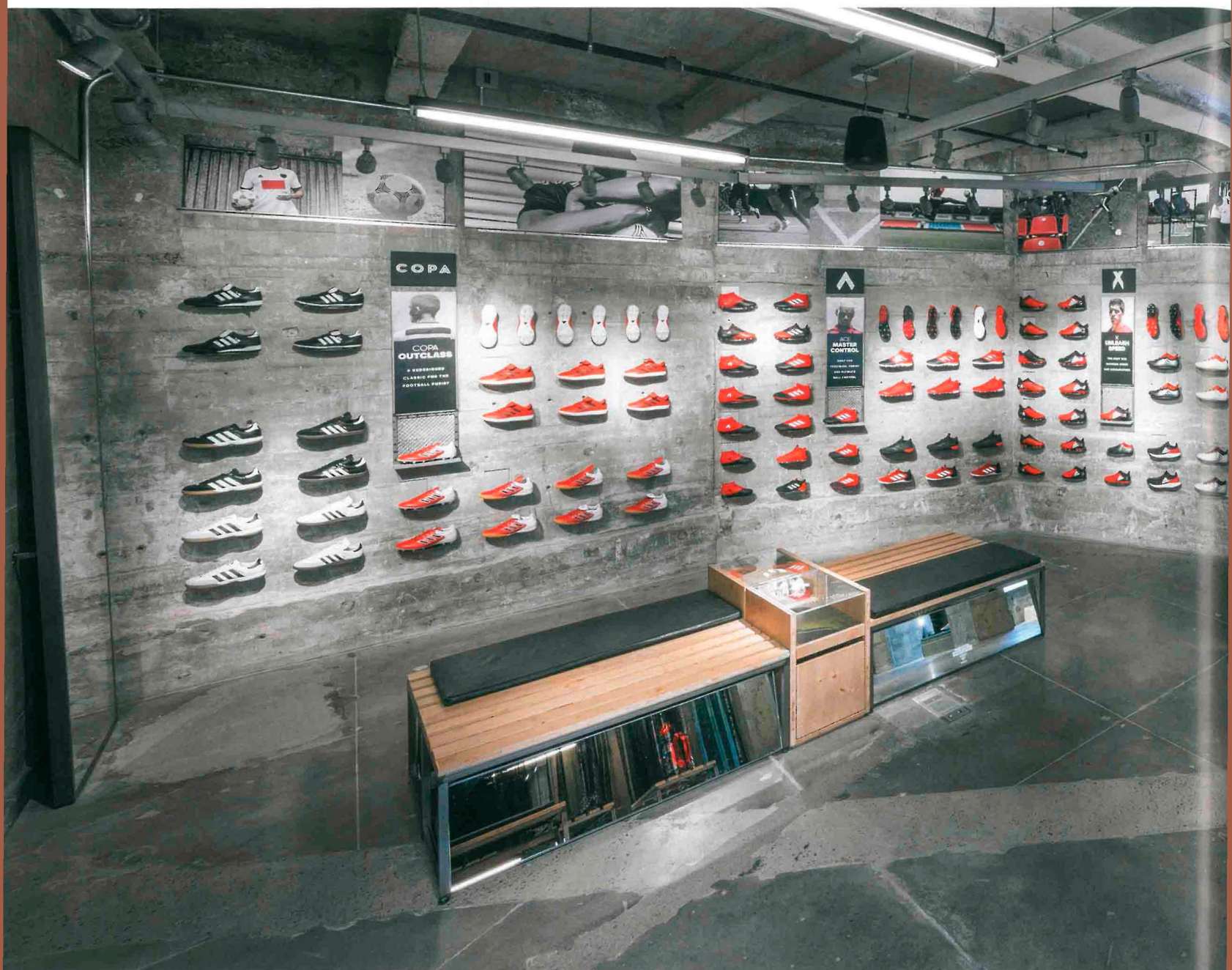
**NEW YORK CITY** — Adidas's 4,180-m<sup>2</sup> flagship in New York City and the brand it represents face a huge hurdle. Posing a threat to the future of outdoor games, fitness and the like is a diminishing natural environment in which to exercise and compete. 'Our core belief is that through sport we have the power to change lives,' says Claire Midwood, Adidas Group's SVP Concept to Consumer. 'But in order for sport to change lives it needs a space to exist — a field to play on, an ocean to surf or a mountain to climb — and these spaces are incredibly endangered due to man-made issues including pollution and waste.'

The sportswear giant has long maintained a commitment to sourcing sustainable textiles — an effort that's earned it an annual spot on Corporate Knights' exacting Global 100 Index since 2005 — but Adidas NYC showcases an approach to finding eco-conscious solutions for *retail* while catering to the consumer experience.

In collaboration with Parley for the Oceans, Adidas implemented a holistic concept which makes use of sea-foraged detritus that can't be transformed into textiles. 'We »



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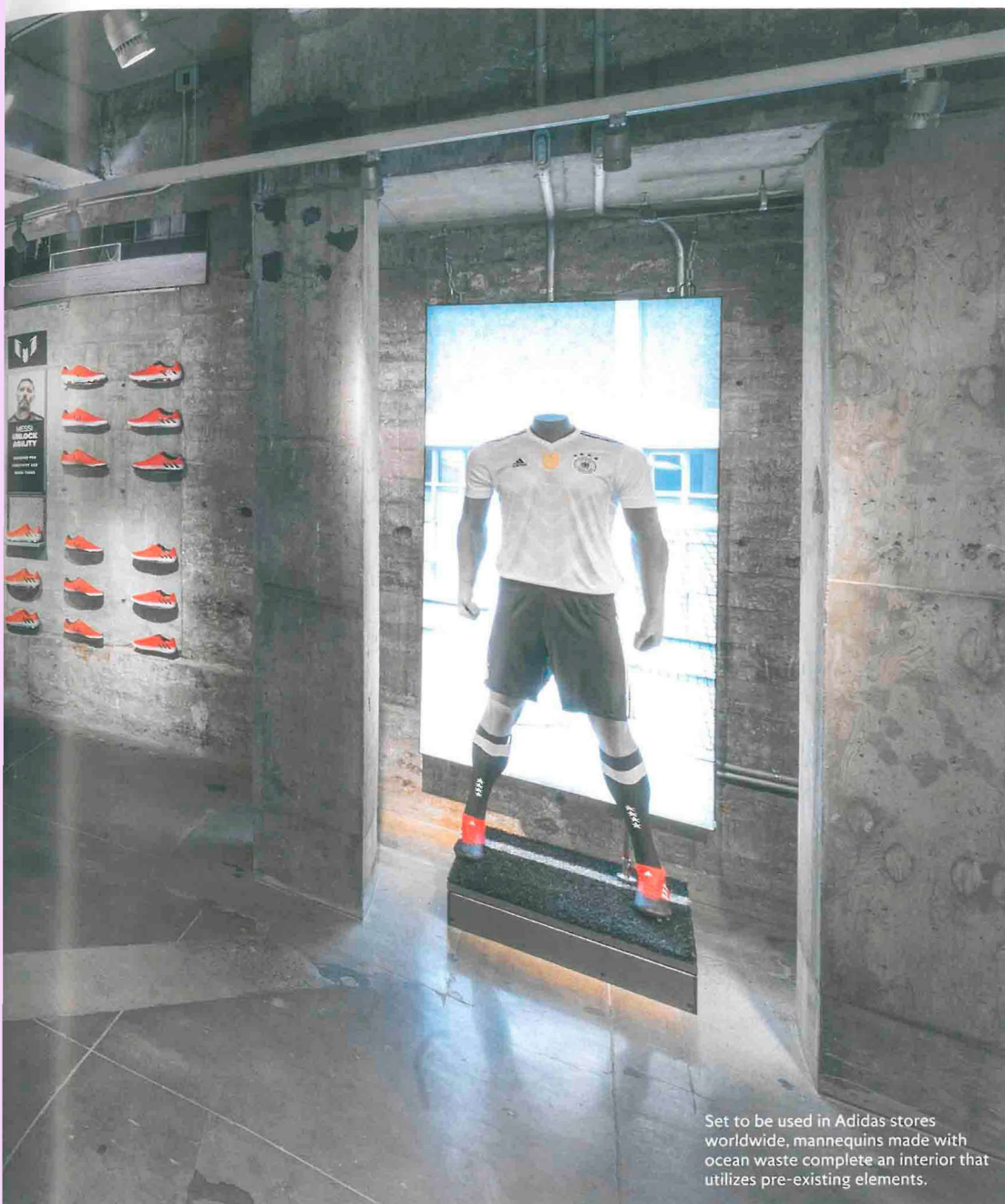
*Adidas makes use of sea-foraged detritus that can't be transformed into textiles*



## Utter Garbage

**The Great Pacific Garbage Patch may have been discovered some three decades ago, but only in the last five years or so has it become a source of materials for sustainably minded design projects. Here are five examples:**

- ① Open Source Sea Chair by Studio Swine proposes turning fishing trawlers into onboard plastic-chair factories. More recently, the designers incorporated ocean waste into their Gyrecraft series
- ② Pharrell Williams collaborated with G-Star Raw on a denim collection that features plastic trawled from the sea
- ③ Brodie Neill created the terrazzo effect of his Gyro table with plastic salvaged from beaches
- ④ Arabeschi di Latte designed a bar at Selfridges as part of Project Ocean, an exhibition aimed at eradicating single-use plastic bottles
- ⑤ Dutch engineering student Boyan Slat devised The Ocean Cleanup, 100 km of floating barriers that could remove 70 million kg of plastic within ten years



Set to be used in Adidas stores worldwide, mannequins made with ocean waste complete an interior that utilizes pre-existing elements.

retrieve many kinds of plastic in various forms from the ocean, and we quickly figured out that not all of it can be redesigned into shoes or jerseys,' says Midwood. Instead, the rejected material can be upcycled into the numerous mannequins and clothes hangers necessary for Adidas stores worldwide.

Following the old saying 'put your money where your mouth is,' Adidas eliminated surplus waste in fitting out the store's interior. The purposely minimal slate-grey floors and walls are the upshot of utilizing pre-existing textures and surfaces, and benches are made of FSC-certified timber sourced from responsibly managed forests. Other prudent considerations are water

fountains and energy-efficient ventilation and electrical systems. Customers can purchase healthy snacks, produced in partnership with Parley, that come in sustainable packaging. 'And, of course, we offer paper bags only. No plastic,' says Midwood. 'Our eco-innovation journey is just beginning.'

The concept involves the construction of the building, along with its interior and fixtures. It covers a continual investment in research and development for all products. Autumn 2016, for example, saw the brand introduce the world's first performance shoe made from Biosteel, a fibre that replicates natural silk. — KD

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