

Beyoncé teams up with Adidas in "partnership of a lifetime"

Beyoncé Knowles has signed a partnership with Adidas, which will see the singer become a creative partner to the company, developing new apparel and footwear across the performance and lifestyle categories.



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The agreement will also lead to the relaunch of Beyoncé's athleisure brand Ivy Park, previously sold at Topshop.

"This is the partnership of a lifetime for me," says Beyoncé.

"Adidas has had tremendous success in pushing creative boundaries. We share a philosophy that puts creativity, growth and social responsibility at the forefront of business. I look forward to re-launching and expanding Ivy Park on a truly global scale with a proven, dynamic leader."

The collaboration will result in the co-creation of new products and a purpose-driven programme focused on "empowering and enabling the next generation of athletes, creators and leaders", according to a statement.

"Neither [brand] ascribes to the typical stereotypes of athletes and what athleisure clothing and footwear should be, and instead, will bring to life a shared vision of inclusion that will forever alter the opportunities and

landscape for all," the statement continued.

Meaningful and rich storytelling will be the foundation for both Beyoncé's collection with Adidas as well as the re-launch of her Ivy Park brand. The partnership has been designed to respect Beyoncé's ownership of her company. She is one of the first black women to be the sole owner of an athleisure brand.

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A post shared by adidas (@adidas) on Apr 4, 2019 at 7:00am PDT

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As the creator sports brand, Adidas challenges the status quo and pushes the limits of creativity through its open source approach. Beyoncé is an iconic creator but also a proven business leader, and together, we have the ability to inspire change and empower the next generation of creators,” says Eric Liedtke, executive board member, global brands, Adidas.

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