

The End-to-End Project from adidas and Foot Locker returns for the “Second Drop”

August 2007: The second phase of the graffiti inspired End to End package by adidas launches exclusively in Foot Locker on the 20th August with new designs and a brand new collection.

In May Foot Locker and adidas gathered seven of the best graffiti artists in the world to work together on a totally original concept – a unique collection of footwear, clothing and accessories that takes their artwork from the sketchbook to the streets: the End-to-End project.

As globally acclaimed graffiti artists, it was clear that fans would be following their creations carefully. The project was created in just 3 days and the package was phenomenal. Foot Locker and adidas reunited the original 7 artists and once again a new range of exclusive products were developed that echoes the artists experiences. Ideas that followed on from the first series have been investigated and realised, pushing the boundaries of graffiti-influenced products.

The new End to End collection, launching exclusively at Foot Locker, comprises of a diverse selection of graffiti inspired designs created on adidas shoes and apparel. Each product encapsulates the graffiti aesthetic of the collection and brings it to life in a wearable piece of footwear.

Taking some of adidas’ most iconic sneakers, including the Stan Smith, Stan Smith High, Pro Lawn and Centennial, the All City and Rod Laver – the collection features signature clothing and footwear designed by each artist showcasing their individual talents and styles. The global design team behind the End-to-End project have produced an undoubtedly remarkable collection.

- **Stan Smith High** featuring **Can2 and Atom** – the colour palette on the sneaker is muted with tonal grey and green pieces offset by black and white printed laces
- **Rod Laver** also featuring **Can2 and Atom** – the simple and clean lines of the classic Rod Laver model get a multicoloured wash – one of the most eye catching shoes in the series
- **Superskate 2** featuring **Rime** – this sneaker features Rime’s well-loved piecing styles in bright yellow
- **Stan Smith** featuring **Smart** – a visual smack in the face with light grey, red and black graffiti lettering set off by the leather instep panels



- **Stan Smith** featuring **Skore** – Skore's brown suede Stan Smith balances bright colourful graffiti artwork with the subtle earthy tones of brown suede and perforated stripes
- **Pro Lawn** featuring **Silhouette** – this sneaker shows off her attention to detail and skilful use of colour to maximum potential. The lilac heel tab, footbed and tongue give the shoe a unique feminine edge
- **Decade Lo** featuring **Scien** – one of the boldest shoes in the range, clean vector-style graphics are sprinkled in an almost-camouflage manner
- **All City Centennial Lo** - this sneaker features the outline tags of all the featured artists - one of the most exciting collaborative products in the range
- **All City Top Ten** – a more muted companion to the white Centennial, taking the outlined tags of all the writers involved and presenting them with in an inverse colourway

With the End to End Phase two collaboration Foot Locker once again brings sneaker aficionados the latest and greatest from the biggest names on the planet. With more exclusives than ever before, sneaker lovers can always get their hands on the latest in street style at Foot Locker stores across the country.

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About Foot Locker

With almost 4000 retail outlets around the globe, Foot Locker is the world's largest sports fashion retailer. What makes Foot Locker different and so loved by its consumers is the passion for sneakers it shares with them and the deep understanding of their expectations in sports fashion. It is that shared passion that makes of Foot Locker the expert on sneakers and sneakers culture. Thanks to that shared passion; Foot Locker can provide the latest and greatest in sports fashion selecting only the best and most exclusive designs from the hottest brands. That's why Foot Locker is the place where Sneaker People can experience innovation, exclusivity and style.

Foot Locker was first introduced to the retail marketplace in 1974 and has since grown to over 4000 retail outlets worldwide. Its international expansion began in 1980 when it opened its first store in England. Since then Foot Locker has opened stores throughout Europe, Canada and the Asia Pacific Region. With more than 500 retail outlets in 18 countries across Europe, Foot Locker is uniquely placed as the only pan-European sports fashion retailer.