

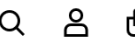


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SNEAKERS> ADIDAS CASHES IN ON NEW YEEZYS WHILE PARTNERSHIP IS UNDER REVIEW

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1 DAY AGO IN SNEAKERS
WORDS BY LAUREN DINGMAN



@ MIKE PONT

Adidas recently announced the newest addition to the Yeezy Boost 350 collection, the Yeezy Boost 350 v2 “Salt” sneaker be available for purchase on October 22 in stores and on the Adidas website. Due to the recent Kanye controversy about his posting of anti-Semitic and racist tweets on Twitter Adidas has made a statement to review their partnership with Yeezy and if their affiliation with one another will continue in the future.



@ ADIDAS

However, these issues will not stop Adidas from releasing the newest Yeezy sneaker that comes out later this week, and because of the controversy, this release could be a major profit or loss for the Adidas brand.

The Yeezy “Salt” sneakers are not the only new Yeezy sneaker to be released, since the partnership is under review and their future together is unknown Adidas has pushed the release date of more Yeezy sneakers to a sooner date.

At this time the demand for Yeezy shoes has increased and Adidas wants to profit off of this demand because of the controversy while they are still able to.





@HYPEBEAST Yeezy Boost 350 v2 “Salt”

Yeezy 350 Boost v2 “Salt” was originally announced earlier this year as “Jade Ash” or is known as “Core Black” because of the black stripe along the side of the shoe. The name “Salt” comes from this sneaker’s light color which is a mix between mint and blue and is a different color story than the other shoes featured in the collection.

This shoe has been long awaited and definitely worth the purchase for Yeezy fans and collect.

