



Adidas has upgraded one of its classic looks using sustainable material. | Photo source [Adidas Originals](#)

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ADIDAS UPDATES A CLASSIC SNEAKER LINE WITH SUSTAINABLE MATERIAL

  RETAIL

ZX Torsion BOOSTs are made with recycled waste, as are several other offerings in the Adidas X Parley Collection.

Spotted: The latest sustainable product from Adidas, in its collaboration with the environmental organisation Parley for the Oceans, is an eco-friendly upgrade to one of its classic lines of sneakers. Adidas Originals ZX Torsion BOOSTs are made with recycled ocean waste, as are several other offerings in the Adidas X Parley Collection.

Parley Ocean Plastic is made from upcycled marine plastic waste and is used in place of virgin plastic. It is collected from coastlines, baled and sent to Parley's supply chain partners before being repurposed into high-performance polyester yarn.

Creating traditional polyester uses up valuable resources like energy and water, the companies say, and damages the environment when not properly discarded or recycled. Products made from Parley Ocean Plastic are tested to maintain Adidas' typical levels of performance and durability, [the company says](#).

In addition to shoes, the collaboration has also yielded training wear that is made with a minimum of 75 per cent upcycled plastic waste. Parley has also partnered with other brands, including a [recently announced deal with PrimaLoft](#) to develop insulation made from repurposed plastic bottles.

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Website: adidas.co.uk/originals

Takeaway:

ZX Torsion BOOSTs are only the latest sustainable offering from Adidas and Parley, but they have added appeal to consumers who were already fans of this particular line's classic design. The company is demonstrating how eco-friendly apparel can still live up to certain design and performance standards. **Some consumers perceive sustainable fashion to be lacking in the style department**, so products like these can help disprove these kinds of stereotypes.