



### Adidas®

#### Bringing the Funk

Adidas® have traditionally represented themselves with simple and effective design concepts, the use of modern black and white designs with stark lighting for their retail stores created a cold and clean feel for the Adidas® brand.

This exploration is focused on Adidas® Originals casual wear and the opportunity presented to give the brand a fresh, funky, retro look and feel. Combining retro styling with contemporary design has produced interesting shapes and exciting colours that give a new feel to the store, creating a warm and livelier more poetic space.

The Resene colour palette has the range and vibrancy to capture the funky cool of the past and splash it on this modern retail environment. The aim is to be different, to be the life of the party, and most importantly of all, to bring what was cool and funky when Adidas® was on its prime to 2011 and onwards.

Retro is my main inspiration towards adding variety of colour. The retro era consists of many different shapes and definitely colour. The storefront feeds off the retro theme, grabbing your attention with the help of the funky designs combined with the exciting colours.

Antique Brass

Anzac

Baltic Sea

Bowie

Brazil

Bronze Olive

Bourbon

Buttered Rum





- Curious Blue
- Frangipani
- Green Leaf
- Green Smoke
- Jigsaw
- Knock Out
- Perfume
- Tahiti Gold

Resene Pizazz



Architectural Specifier: Timothy Eiao  
 Colours used: Resene Jigsaw, Resene Green Smoke, Resene Green Leaf, Resene Curious Blue, Resene Buttered Rum, Resene Anzac, Resene Antique Brass, Resene Tahiti Gold, Resene Frangipani, Resene Bronze Olive, Resene Brazil, Resene Bourbon, Resene Baltic Sea, Resene Perfume, Resene Bowie, Resene Knock Out,

