

# Retrend Alert Adidas, Parley Create World's First Sneakers Made From Ocean Trash

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[www.ecouterre.com](http://www.ecouterre.com) | “Adidas’s newest sneaker is a load of garbage—[ocean garbage](#), that is. The sportswear giant has teamed up with [Parley for the Oceans](#), a multidisciplinary band of ‘creators, thinkers and leaders’ who want to make ocean debris a valuable material for the fashion industry, to create the world’s first shoe upper made entirely from reclaimed ocean plastic and illegal deep-sea gillnets.”

The prototype, which was unveiled at the General Assembly at the [United Nations](#) in New York City on Monday, offers a “first look” at the kind of consumer-ready ocean-plastic products the partnership has in store, according to Eric Liedtke, head of global brands at Adidas, and Cyril Gutsch, founder of Parley for the Oceans.

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