



THE OPPOSITE HOUSE
BEIJING

FOR IMMEDIATE RELEASE

Beijing-based Sichuan Hangout, SUPERFLY, Celebrated in New adidas *adilicious* Campaign

*adidas Originals selects Beijing restaurant as partner, with limited-edition Forum Low
SUPERFLY sneaker drop*



26 September 2022, Beijing – The House Collective’s The Opposite House in Beijing announces SUPERFLY’s selection as one of only 11 restaurants for global sports behemoth adidas Originals’ *adilicious* campaign. Celebrating SUPERFLY’s cult status amongst Beijing’s youth scene, the collaboration sees adidas Originals and SUPERFLY work together to reimagine one of the brand’s iconic sneakers, with a limited-edition run of 880 pairs to be released on 23 September.

SUPERFLY’s unique identity and strong community influence made it the clear choice for *adilicious*; the sole hotel restaurant picked. Both destination restaurant and urban social hangout, the eclectic Chinese bistro, which celebrates and elevates Sichuan’s buzzed-about “Fly restaurants” – casual eateries famously known for their delicious Sichuan cuisine and the go-to hangout place for locals.

Central to the partnership is the limited-edition sneaker drop, which draws on the style concept of SUPERFLY; creatively combining retro elements with future ideas. As a restaurant known for its bold design, the blue and white squares patterned on the shoe nod to SUPERFLY’s tiling, while splashes of orange-red mimic the terrazzo dining tables.

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Available in Beijing via select retail stores as well as adidas' dedicated app – CONFIRMED. Through the CONFIRMED app the limited-edition Forum Low SUPERFLY will be available for the Chinese Mainland market starting Friday, 23 September and ending on Tuesday, 27 September. For the global market, pre-order opens on Wednesday, 28 September.

On the launch day of 23 September, visitors to SUPERFLY will also be experiencing a full venue takeover, with adidas installations to discover both inside and out, and a short menu of reimaged basketball snacks in tribute to the original concept of adidas Forum.

Olivier Dumonceaux, The Opposite House General Manager, comments, "SUPERFLY is a creative restaurant with a unique imprint of Chinese culture. It retains many nostalgic elements of the 70s and 80s, while capturing the daily life of today's younger generation. This adilicious collaboration with adidas Originals is yet another effort to build closer relationships with the city's young, fashionable, and trendy community, and by combining with new perspectives of athletics and fashion, we are able to vividly convey the energy of a street culture that's full of local spirit and attitude."

Since its opening in 2020, The Opposite House's SUPERFLY has strived to create a locally-rooted experience that resonates on the global scene. As the "House of Art", The Opposite House is a destination for the capital's culture makers. Blending fashion and art in its DNA, The House features buzzed-about happenings from fashionable high tea that culls inspiration from the designers' creation, to pop-up stores featuring sought-after luxury brands. In tandem with the unveiling of the collaboration with adidas Originals, SUPERFLY will house a creative installation at the restaurant from 24 September to 24 October, 2022.

Teresa Muk, Swire Hotels Head of Brand and Strategic Marketing, notes: "This creative collaboration between SUPERFLY and adidas Originals fully demonstrates The House Collective's "think differently" motto. This partnership's significance goes beyond providing guests with an exceptional dining experience, but also reflects the brand's multiculturalism, and popularity as a lively social space. These sneakers also bring to life our artistic expression with its pioneering design, echoing our artistic pursuit for continuous innovation. We hope to be able to tap into and showcase the perspective of the younger generation through taste and food culture with this partnership. With a strong urban atmosphere and bold design, SUPERFLY has always been an exemplary reflection of the ongoing pursuit of art in The House Collective."

Starting today, the limited-edition SUPERFLY x adidas sneaker will retail at RMB 899 (approximately USD \$128), and be available exclusively at select adidas stores in Beijing, as well as through the adidas CONFIRMED APP.

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The SUPERFLY x adidas Originals sneaker, reimagined from the classic Forum featuring SUPERFLY's retro design elements.



The SUPERFLY team donning the limited-edition sneakers against the restaurant's bar.



The limited-time menu, inspired by basketball snacks in tribute to the adidas Forum.



The SUPERFLY interior, namely the signature multi-screened TV wall.



Superfly adilicious launch event.



Influencers doing graffiti art on shoebox at the launch event.

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About The Opposite House

The Opposite House by Swire Hotels is one of four Houses in The House Collective. Located in Taikoo Li Sanlitun – a vibrant open-plan shopping, dining and entertainment destination developed by Swire Properties, The Opposite House was designed by Kengo Kuma, one of Japan's most celebrated architects. The House's 99 guest studios include nine spacious suites and a penthouse duplex with a 240 sqm roof terrace. More than half of all the studios are over 70 sqm and all are strikingly simple yet elegant with natural wooden floors and subtle touches of Chinese décor. The Atrium of the House presents itself as a contemporary art gallery, showcasing the work of exciting artists from the region and further afield, as well as pop-ups for fashion brands. The House also has three restaurants, SUPERFLY, the casual Sichuan bar-restaurant that celebrates the culture of the everyday through electric vibes, bites and drinks; Jing Yaa Tang, chef Li Dong's Michelin-starred masterpiece of fine Chinese cuisine including its famous Peking duck; and Frasca, our modern Italian eatery serves wholesome dishes rooted in regional traditions and made with a whole lot of soul. Finally, Union, the cocktail bar designed by AvroKO, embodies the spirit of 1920s modernism and is the place to savour silk road-inspired cocktails over thoughtful conversations.

About SUPERFLY

SUPERFLY, which specializes in Sichuan cuisine, was founded in Beijing in 2020. The word "FLY" was inspired by the "Fly House" in the streets and alleys of Sichuan. The restaurant aims to "transplant" the unique and authentic Sichuan street atmosphere into it. The design also draws on the design style of the tea restaurant, which perfectly combines retro elements and future ideas. The overall dishes of the restaurant are managed by the Michelin chef Li Dong of Jing Ya Tang. Bobo Chicken, Da Yue Super Dumplings and Sweet Water Noodles are the must-order signature dishes. Among them, the inspiration of Da Yue Super Dumplings comes from the best of Da Yue Beer Restaurant. The popular double cheeseburger, choose the beef patty for the dumpling filling, juicy and delicious. In addition, beers brewed by local craft brewer Great Leap Beer and a cocktail list curated by independent spirits company Proof & Company are also eye-catching. For example, "Beiyang Spirit" is inspired by "Arctic Ocean Soda Water"

About the Adilicious Campaign

The Adilicious series is a collection of some of our most iconic footwear models, reimagined by eleven of the most exciting food outlets in cities around the globe. Each of the culinary curators have been selected for their influence on the ground amongst their local communities.

As the world continues to emerge from the various restrictions, these restaurants have gained or retained their status as community hubs that offer more than just a plate of tasty food. Each with their own unique origin story to tell, they offer a meeting place for the communities that they serve, bringing together like-minded individuals from different scenes and subcultures spanning music, culture and sports.

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For the footwear, the series reimagines some of our most iconic and celebrated silhouettes with updated colorways and design features that tell each restaurant's story. Each release comes with a detachable key chain and custom designed sock liners, as well as a series of other details inspired by the branding associated with the partner.

This culinary world tour, brought to life in footwear, sees us sample the delights of our partners beyond the expected destinations. In June we begin in Asia and the Middle East with Bloody Angle (Tokyo), Ravi (Dubai), Taegeukdang (Seoul). Our journey also stops off at Cuts & Slices (New York), Ray's (Los Angeles), Taqueria Orinoco (Mexico City), SUPERFLY (Beijing), Yanwai (Shanghai). We end our trip by visiting Ø27 (Berlin), Kolam (Paris) and Trap Kitchen (London).

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