

Why Adidas Originals Brought Samuel L. Jackson and His Superstars Back for Chapter Two

In the three months to October 2025, Originals posted double-digit growth in Q3, fueling a 10% revenue boost for Adidas' lifestyle division and contributing to net sales of \$7.69 billion (€6.6 billion).

Chapter Two, created by Johannes Leonardo and directed by Thibaut Grevet, sees Jackson return along with a new cast of Superstars. And no, we're not just talking shoes.

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