

NTU Singapore launches 'The Campus Grind', Celebrating Student Life Through a Co-Created adidas Collection

Landmark partnership celebrates the realities, spirit and shared experiences of university life

Singapore, 12 Aug 2026 – NTU Singapore launches *The Campus Grind*, an exclusive collection created by students from Nanyang Technological University, Singapore (NTU Singapore) in collaboration with adidas Singapore.



*Adidas x NTU collection:
The Campus Grind Shirt (\$35)*

The Campus Grind collection is designed to accompany students through the demands of campus life in comfort and style. It features illustrations by the NTU Students' Union to capture the distinct rhythm, energy and determination that define campus life.

"At NTU Singapore, we are committed to providing a holistic campus experience that nurtures our students' passions both inside and outside the classroom. Our collaboration with adidas showcases the artistic talent of our students and celebrates the everyday moments that bring our community together. We are proud to see our students' unique campus journey celebrated in such a vibrant and stylish collection," said **Tan Aik Na, Senior Vice President (Administration), NTU Singapore.**

"At adidas, we believe creativity and entrepreneurship thrive when young people are given

the opportunity to turn their ideas into reality. *The Campus Grind* celebrates a uniquely Singaporean university experience, one that many students and alumni can relate to, connect over and take pride in. Singapore may be known globally for education, but its student communities are equally creative, vibrant and full of ambition,” said **Chen Rui Yuan, Country Manager adidas Singapore**.

The Campus Grind Collection

The collection brings to life two distinct yet interconnected sides of university life through two design concepts: *The Campus Grind* and *Made to Move*.



Top (Left to Right): Polo Tee - White (\$35), Polo - Black (\$35)
Bottom (Left to Right): The Campus Grind Shirt - Black (\$35), Polo - Dark Blue (\$35), The Campus Grind Shirt - White (\$35)

The Campus Grind encapsulates the vibrant student life through the familiar campus bench, a place where students gather to recharge between back-to-back classes, power through intense study sessions, collaborate during late-night project meetings and bond over midnight supper runs. Featuring NTU’s signature red and blue colours, the design serves as a bold expression of campus pride that unites the university community.

Made to Move celebrates the importance of finding balance between academic demands and personal wellbeing. As the day winds down, the campus enters its golden hour of 6.50pm, a moment when lecture halls empty, and students transition from classrooms to courts, fields and training sessions. Inspired by NTU’s strong sporting culture, the design reflects the energy of students who continue to stay active, recharge, and pursue their passions, embracing movement as an essential part of the university experience.

Beyond T-shirts, *The Campus Grind* collection also includes everyday campus essentials

such as polos, caps, backpacks and shoe bags designed in NTU's official monogram.

The collection is available from 11 August 2026 at the **NTU Gift Shop** and **NTU U-Shop**, which are open to the public. (Address below)

Celebrate the energy, creativity and spirit of university life in Singapore with this exclusive adidas x NTU collection.

NTU Gift Shop:

UOB Innovation Hub, Level B5
52 Nanyang Avenue, Singapore 639816.
Opening Hours: 10.00am to 5.00pm (Mon to Fri)

NTU U-Shop:

North Spine, NTU
50 Nanyang Avenue, NS3-01-09, Singapore 639798.
Opening Hours: 10am up to 8pm (Mon to Fri), 10am to 5.30pm during exam or holiday periods

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NOTES TO EDITOR:

About adidas

adidas is a global leader in the sporting goods industry. Headquartered in Herzogenaurach, Germany, the company employs more than 62,000 people across the globe and generated sales of €23.7 billion in 2024.

For more information, please visit www.adidas-Group.com or our socials below:

Instagram: <https://www.instagram.com/adidassg/?hl=en>

Facebook: <https://www.facebook.com/p/adidas-100089962710715/>

About Nanyang Technological University, Singapore

Nanyang Technological University, Singapore (NTU Singapore) is a premier technological university that develops leaders and creates societal impact through education, research, and service. Ranked amongst the world's top universities, NTU has 40,000 undergraduate and postgraduate students in the Business, Computing & Data Science, Engineering, Humanities, Arts, & Social Sciences, Medicine, Science, and Graduate colleges. NTU is also home to world-renowned autonomous institutes – the National Institute of Education and S Rajaratnam School of International Studies – and various leading research centres such as the Earth Observatory of Singapore, Nanyang Environment & Water Research Institute, Energy Research Institute at NTU, and Singapore Centre for Environmental Life Sciences Engineering. The University aspires to shape an AI-enabled future. By bringing together global talent across disciplines and combining technology with human creativity, NTU nurtures AI-ready graduates, drives breakthrough discoveries, and forges partnerships that tackle the challenges of our time.

For more information, visit www.ntu.edu.sg

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