

## adidas launches first Team GB Originals collection

**London, 27<sup>th</sup> September 2011** – adidas today launched the first Team GB Originals collection successfully combining adidas Olympic Games heritage with iconic streetwear style. The Team GB Originals collection fuses signature Originals silhouettes with a colour palette inspired by the Team GB kit from the Los Angeles 1984 Olympic Games, when adidas sponsored Team GB for the very first time.

The full Fall/ Winter 2011 collection features a red, white and blue 3 stripe taping detail that runs throughout the footwear and apparel. Every piece from the range includes the iconic Originals Trefoil logo and the Team GB logo, giving the range the official stamp of Team GB support.

The FW11 footwear range comprises three classic Originals styles - the eternally stylish Nizza Hi CL adicolor Team GB with a heel zip, the Hillsdale adicolor Team GB, available in black and white perforated leather with patent leather 3 stripe branding and the Court Star adicolor Team GB featuring a jersey three stripe and collar execution. All styles feature the red, white and blue three stripe tape both externally and internally, adding subtle and stylish detailing to these universally appealing styles.

The apparel collection for FW11 is made up of seven wardrobe staples including a tee, a polo, stripe and non-stripe hoodies, tops, and jersey and fleece pants, focussing on a black and grey marl colour palette with a colour pop coming from the red, white and blue three stripe tape detail running throughout the collection. Highlights include a smart polo available in black with an engineered multi stripe execution and the adidas Originals' signature tops, the Firebird and the Flock which are available in black and grey featuring the signature 3 stripe tape execution.

Two further Team GB Originals collections will be available in 2012. The first will land into stores in January and include women's specific styles, and the second will feature direct reproductions of archive apparel from the 1984 Team GB kit.

The Fall/ Winter 2011 adidas Originals Team GB footwear collection is available from October 2011 and prices range from RRP£22 to RRP£60. The apparel collection is available from November 2011 with prices between RRP£57 to RRP£65. Both collections are available from stockists nationwide and own retail stores throughout the UK.

**ENDS**

**Notes to editors**

**About adidas and the Olympic and Paralympic Games**

- adidas is a tier one sponsor of the London 2012 Olympic & Paralympic Games. As Official Sportswear Partner for London 2012, adidas will design and produce official kit and apparel for Team GB/Paralympics GB and officials, as well as a range of lifestyle products available at retail.
- adidas has a long heritage and association with the Olympic & Paralympic Games having been involved since 1928. adidas continue to innovate and it is through cutting edge technology incorporated into their products that athletes set records and personal bests.

[www.adidas.co.uk](http://www.adidas.co.uk)