



Olympic superstars launch new adidas women's workout collection

Jessica Ennis-Hill, Laura Trott and Jodie Williams go #allin for adidas' ss14 kit



adidas enters the Spring Summer season by launching its brand new women's workout collection with top athletes Jessica Ennis-Hill, Laura Trott and Jodie Williams. The British heptathlon, cycling and sprint stars model the new fashion-inspired range, which includes women's training and running silhouettes in technical fabrics and striking new prints.

Launched this month, the new range is perfect motivation to kick start the New Year fitness season in style. The ultimate fusion of performance and fashion, the collection sets the athletic tone for the season offering distinctive outfits for all training and running.

The Spring Summer 14 season sees the adidas cross category, multi-purpose workout collection increase to seven key pieces, combining high performance technology with on-trend prints, bold colour blocking and new fabric mixes. The perfectly engineered pieces use adidas Climalite and Climacool technologies to enable range of movement alongside breathability and cooling properties.

The seven key items - Supernova Racer Bra, Techfit Tank, Prime Tee, Prime Hoody, M10 Short, Techfit Capri and Ultra Tight - allow the flexibility to adapt looks to suit individual workouts, providing the ultimate capsule training wardrobe whatever the performance level.

Collection available from January, 2014 on www.adidas.co.uk/workout



Supernova Racer Bra £28.00

High impact support with full mesh cross back and perforated padded cups, creates a flexible fit and ventilation through the Climacool technology. The perfectly engineered performance piece utilises lightweight Climalite technology to maximum benefit, enabling range of movement alongside breathability and weather resistance. Available in multiple colourways.



Techfit Tank £23.00

A mesh and Climacool construction keeps air circulating as you step up your game, while Techfit technology focuses your muscles' energy to generate maximum explosive power, acceleration and long-term endurance. Flat seams keep friction to a minimum. Also provides UPF 50+ UV protection for when your training takes you outdoors. Available in multiple colourways.



Prime Tee £17.00

A cotton-feel training tee made with in-built Climalite technology to sweep sweat away from your skin during a workout, cooling you down and drying you off. Available in multiple colourways.



Prime Hoody £38.00

Adding to the adidas hoodies collection, this cotton-feel technical fabric hoody is made with in-built Climalite technology to sweep sweat away from your skin during a workout, cooling you down and drying you off. Available in multiple colourways.



M10 Short from £21.00

Running shorts that feature an in-built brief, drawstring waistband and mesh/stretch side panel, allowing freedom of movement for maximum performance. In-built Climalite technology sweeps sweat away from your skin, cooling you down and drying you off. Available in multiple colourways.



Techfit Capri £24.00

A $\frac{3}{4}$ tight that provides medium support for your body by reducing muscle vibration and improving body posture through Techfit technology. Flatlock stitching adds to comfort, whilst the concealed media pocket fuses fashion and technology. Climalite technology sweeps sweat away from your skin, cooling you down and drying you off. Available in multiple colourways.



Ultra Tight £31.00

A full length tight featuring a secure power mesh waistband, small pocket, and ultra-stretchy fit. Climalite technology sweeps sweat away from your skin, cooling you down and drying you off, while an odour-resistant lining keeps the tight fresh in between washes. Available in multiple colourways.

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NOTES TO EDITORS

CLIMALITE – These fabrics wick moisture away from the skin and are the base material for all adidas CLIMA technologies

CLIMACOOL – Special ventilating fabrics map the body's critical zones to quickly lock heat and sweat away as the temperature rises.

adidas TECHFIT – This improves body posture and provides muscle support where needed through compression fabrics. Compression reduces vibration, focusing muscle energy to increase endurance. TECHFIT SEAMLESS ensures maximum comfort.

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