**A new level of warmth: Climaheat for winter training**

This winter will see the launch of a new level of warmth in performance apparel: the Climaheat range from adidas has been engineered for athletes that require power insulation for training in cold weather and winter conditions.

With design inspiration drawn from nature, more specifically from an animal that lives in one of the most hostile regions of the planet: the polar bear. The new Climaheat range locks heat in and lets moisture out, adaptively changing according to the wearer’s needs. This achieved through a combination of innovative technologies:

Hollow fiber technology traps warm air and locks in the body heat – replicating the mechanics of polar bear fur. The fabrics are engineered with yarns that are built to have a hollow core, allowing higher amounts of air to be trapped, which provides for greater insulation without adding additional weight.

The fibers along with the unique fabric knit construction provide advanced moisture control. Wicking sweat away from the body and transporting to the front of the fabric. The moisture is then spread out to a wider surface area that ensures that the moisture dries quickly through evaporation.

Lastly, the plus weaved material which utilizes special cross-shaped pockets on the inside of the garments help to create an adaptive microclimate, preventing the soaking of the textile whilst at the same time locking-in body heat for high level of heat retention and added moisture control.

The Climaheat range goes on sale worldwide from 1 October within various categories: Training, Running and adidas by Stella McCartney. The new shirts, jackets, hoodies, pants and shoes of the adidas collection featuring Climaheat technologies are made for athletes that want to push their limits in cold conditions. Keeping the heat in and moisture out, Climaheat’s ultimate insulation will power up any athletes winter training.

Kolja Orzeszko, Global Business Unit Director Apparel Men commented on the new range: ‘When the winter temperatures start to drop we know it’s critical that athletes stay within an optimal temperature range for optimum performance; being too cold or too hot can equally reduce performance levels. For this Climaheat range our research and development led us to investigate unconventional areas (bio-mimicry) to characterize specific product features for the harshest of conditions. This gave way to our innovation team engineering a range of products that actively adapt during wear, providing higher rates of heat retention and moisture control for training in the winter months.’

Highlights from adidas’ new Climaheat collection:

**Climaheat Hydro Hoody (Men | Women)**

**Climaheat Supernova Hoody (Men | Women)**

**Climaheat Rocket Boost (Men | Women)**

**Climaheat Hydro Hoody**

Hooded training jacket with full zip

Engineered to outperform winter, the Climaheat Hydro Hoody provides optimum training conditions whatever the weather. When the temperature falls, the hollow fiber structure adapts to lock in body heat and release moisture. So perspiration never compromises performance.

Details:

* Lightweight and supreme insulation through hollow fiber technology
* Advanced moisture management and breathability thanks to unique knit construction
* Water repellent zones for protection from the elements on the hood, shoulders and elbows in addition to full waterproof zip.
* Two zipped pockets on the sides for the storage of running essentials, phone and keys

Sizes:

RRP:

**Climaheat Supernova Hoody**

Hooded jumper for winter running with

Designed for all-weather performance, the Climaheat Supernova Hoody takes winter running in its stride. In cold conditions, the unique plus weave fabric traps air and warmth to create a protective microclimate. In very cold conditions, the special garment features such as the integrated facemask, extendable cuffs and thumb loops will offer extra protection against unsympathetic temperatures.

Details:

* Lightweight and supreme insulation through hollow fiber technology
* Advanced moisture management and breathability thanks to unique knit construction
* Adjustable scuba hood and face mask add close-fitting protection and extra warmth
* Extendable cuffs with thumb loops for protection of the hands

Sizes:

RRP:

**Climaheat Rocket Boost**

Running shoe with 360 degree insulation

Developed to ignite your winter training, Climaheat Rocket Boost was born for cold weather running. Featuring a fleece lined upper, BOOST foam midsole for maximum energy return as well as an outsole with outstanding grip.

Details:

* Climaheat upper provides 360º insulation and repels water, adapting to the runner’s needs
* Full-length BOOST foam midsole for maximum energy return
* Rugged outsole for increased grip and traction
* Hi-Visibility laces and yarns for optimum visibility in the dark

Sizes:

RRP:

**adidas Sport Performance**

The guiding principle of adidas Sport Performance is "Play to Win". Inspired by the motivation of founder Adi Dassler, Sport Performance brings passion for great products to athletes in all sports, allowing them to be faster, stronger, smarter, cooler and natural. The main focus of adidas Sport Performance is on five key categories: football, basketball, running, training and outdoor.

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