**EMBARGOED UNTIL 1000hrs CET, Monday 15th December**

**pure CRAftsmanship**

***adidas re-defines comfort footwear with the Pure Leather Pack***

**Herzogenaurach, 15th December 2014** – adidas has today released new versions of its adizero f50, Predator and Nitrocharge boot ranges, in a pack set to bring together comfort and performance like never before.

Footballers today demand boots that provide the perfect fit, in any conditions. No player can perform at their best without optimum comfort from their boots. That’s why adidas has released the Pure Leather Pack, setting new standards in football boot comfort. Each boot has been completely deconstructed and re-produced using premium k-leather, the softest and most comfortable leather available.

The adizero f50 is the ultimate choice for players that rely on speed. The new adizero f50 Pure Leather has been engineered to ally this speed and performance with ground breaking comfort. Perforated leather in the heel allows for the same lightweight design with premium leather comfort. An engineered deco stitching produces a locked-down effect during sprinting.

The adidas Predator has been re-designed to provide a full leather experience. Already recognised as the leading boot for control and touch, the introduction of premium leather brings a new dimension to this iconic silo. The rubber lethal zones have been removed, maximising comfort and touch. A newly engineered deco stitching grid allows for ultimate ball control for players who pull the strings on the pitch.

The adidas Nitrocharge has had a complete make-over, providing the ultimate leather experience. The energysling technology of the original Nitrocharge has been replaced with premium leather, providing the all action midfielder with unprecedented comfort and touch. The new pure leather design has also been engineered to provide unbeatable support. A medial to lateral deco stitching is used to lock the forefoot during cutting movements, while an embroidery cage added to the leather provides ultimate heel support.

The **adidas Pure Leather Pack** is available to buy now at www.adidas.com/football. For further information please visit **adidas.com/football** or go to **facebook.com/adidasfootball** or **@adidasfootball** on twitter to join the conversation.

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**For further media information please visit** [**http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL**](http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL) **or contact:**

**For further information please contact:**

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**Notes to editors:**

**About adidas Football**

adidas is the global leader in football. It is the official sponsor / official supplier partner of the most important football tournaments in the world, such as the FIFA World Cup™, the FIFA Confederations Cup, the UEFA Champions League, the UEFA Europa League and the UEFA European Championships. adidas also sponsors some of the world’s top clubs including Real Madrid, FC Bayern Munich, AC Milan, Flamengo and Chelsea. Some of the world’s best players also on the adidas roster are Leo Messi, Gareth Bale, Thomas Müller, Arjen Robben, James Rodriguez, Karim Benzema and Bastian Schweinsteiger.