**ADIDAS Y-3 IMPACTS THE GAME AT ROLAND GARROS 2015**

**adidas Performance & Y-3 Present a Groundbreaking Tennis Collection**

**NEW YORK, March 2015** – A new collaboration fuses the Sport Style universe of Y-3 with the technical prowess of adidas Tennis to create an innovative range for Roland Garros. The **adidas Roland Garros Collection by Y-3** represents the first collaboration between two adidas brands and is destined to make an impact both on and off the court, showcasing elegance in motion.

“Y-3 is pioneering the future of sport and fashion. The collaboration with adidas Tennis as seen in the Roland Garros collection adds a new dimension to the possibilities of the brand, bringing the spirit and energy of high-fashion to the courts. It’s an exciting opportunity to fuse the iconic style of Yohji Yamamoto, the master of fashion, with the modern language of sport,” said Dirk Schönberger, adidas Global Creative Director.

The pioneering new collection combines Y-3’s bold aesthetic with the breakthrough advances of adidas Performance technology and will debut at the Roland Garros this May worn by two of the world’s leading tennis players, **Jo-Wilfried Tsonga** and **Ana Ivanovic**. The collection will also be worn by the tournament’s ball boys and girls.

“I’ve always admired Y-3’s style, so to wear a tennis range that combines Y-3’s look with the technology of adidas Performance is very exciting to me. I’m honored to be one of the first athletes to wear the range, and where better than at my home tournament of Roland Garros,” said Jo-Wilfried Tsonga, adidas athlete & World Number 13.

The collection’s colorways are firmly rooted in the classic Y-3 look, offering both Yohji Yamamoto’s signature stark black-and-white as well as vivid, electric, ultra-bright Hawaiian floral prints that reference Y-3’s Spring/Summer 2015 collection.

“We wanted to make something new, something exciting, something people didn’t expect. A new movement in Tennis. To compete is very tough – with Y-3 we wanted to win,” said Yohji Yamamoto.

Designed for the height of summer, the pieces leverage adidas Coolmax technology for supreme ventilation and comfort. Integrated two-layer mesh panels ensure an added level of breathability. The range includes functional accessories such as socks and wristbands in classic adidas designs, while footwear reinterprets the brand’s ultra-light adizero concept, designed to maximize clay court use and produce crowd-pleasing slides.

“At adidas Tennis, we’re always looking for ways to impact the game. The unexpected partnership of our high performance product with style and craftsmanship of Y-3 and Mr. Yamamoto is a great example. There’s no better place to showcase this exciting collaboration than with our top players on the prestigious courts of Roland Garros,” said Graham Williamson, Senior Director of adidas Tennis

The collection will be available globally March 30, 2015 on [adidas.com](http://www.adidas.com/), [Y-3.com](http://store.y-3.com), adidas Sport Performance stores and Y-3 stores.

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**For further information please visit** [**news.adidas.com**](http://news.adidas.com/US/home) **or contact:**

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| Margaret Bourn  adidas US Public Relations  Email: [margaret.bourn@adidas.com](mailto:margaret.bourn@adidas.com)  Tel: 1-212-352-6129 |  |

**#ImpactTheGame #Y3 #adidas #adidastennis**

**Notes to editors:**

About adidas

adidas is a global designer, developer and marketer of athletic footwear, apparel and accessories with the mission to be the leading sports brand in the world. Brand adidas is part of the adidas Group, a corporation that includes brands such as Reebok, TaylorMade and Rockport.

About adidas Tennis

adidas Tennis is represented by some of the top players amongst Ana Ivanovic, Angelique Kerber, Caroline Wozniacki, Simona Halep, Jo-Wilfried Tsonga, Kei Nishikori (footwear only) and Novak Djokovic (footwear only), among others. For more information on adidas Tennis, please visit www.adidas.com/tennis. For additional images please visit our media news room news.adidas.com and follow us on Twitter or on Instagram under @adidasTennis.

About Y-3

The ‘Y' stands for Yohji Yamamoto, the ‘3' represents adidas three signature stripes and the ‘-‘ signifies the bond between the two. Since 2002, Y-3 has pushed the boundaries of fashion and sport, exploring an intriguing intersection between style and athleticism.  Fusing the avant-garde aesthetic of renowned Japanese designer Yohji Yamamoto with the breakthrough technologies of adidas, Y-3 has defined an entirely new category within fashion, composed of equal parts luxury, style, wit, craftsmanship, and forward-thinking design.