

**adidas introduces new premium training collection adidas Standard 19
- inspired by brand legacy, created for urban athletes today -**

Debuting for Autumn/Winter 2015, adidas Standard 19 is refined comfort: a premium collection of adidas training pieces, inspired by adidas' heritage, a set of 32 standards central to the German brand's DNA. adidas Standard 19 states simply: "Functionality, fit, weight, aesthetics, and quality make an adidas product." Following this proclamation, adidas reinvents contemporary sportswear for fast-paced, city-centric lifestyles—valuing engineered design, subtle details, and the finest breakthrough fabrics. The result is adidas Standard 19.

"adidas Standard 19 fuses the best of adidas technology with a refined, elegant aesthetic," says Maik Rucks, Global Category Director - Mens Training. "The result is a bold statement of modern looks for an urban active lifestyle."

The collection strikes a unique balance between aesthetic and performance, providing solutions for active modern lifestyles—a perfect look to be worn straight from the gym to the office. This pared-down style can be glimpsed in a range of outerwear, base layers, and footwear for men and women, designed in subtle tones of black, gray, and off-white with performance elements like reflective details and patterns; waterproof pockets and taping; and a brave roster of the most advanced adidas sportswear technologies like Climacool®, Climaproof®, and Climastorm™.

Sumptuous, seamless base layers blend merino, polyester, and elastane in marbled gray knit to offer a stylish option for working out, running—or just running errands. Incorporating Techfit® waistband technology with tone-on-tone logo applications complete the look. Chic multi-pocket hoodies are comprised of the finest wool-touch fabric, lined in fleece and trimmed with reflective elements. They arrive with fully seam-sealed, built-to-last zipper pulls to provide the ultimate insulation from winter's arctic blast. Blouson jackets create a stylish cover-up with striking reflective wolf patterns across their backs. Parkas with titanium cooling fibers enable long-wearing performance that responds to the body's internal mechanisms. Finally, in footwear, the adizero™ XT Boost presents a lightweight running shoe with sock-like support and Continental® outsoles made for outdoor and trail performance.

Together, these pieces yield a sport-style vision on modern performance that responds and adapts to the demands of a dynamic 21st-century life.

The Fall/Winter 15 collection is available globally from August 1st onwards at adidas Sports Performance stores, www.adidas.com, as well as sports retailers and high-end department stores like SportArena, Harrods, Stockmann, Lotte and Lady Footlocker.

About adidas

adidas is a global designer, developer and marketer of athletic footwear, apparel and accessories with the mission to be the best sports brand in the world. For more information, visit www.adidas.com.

For further information please visit [adidas News stream](#) or contact:

Rita do Brito Gonçalves

rita.dobrito.goncalves@adidas.com/+49 9132 84 3255