

adidas creates noise with bold new Australian Open Collection for 2016



Herzogenaurach, 4th December 2015 – adidas is looking ahead to the first Grand Slam of the 2016 season with the launch of its new Australian Open Collection, which will be worn on court by top athletes including Ana Ivanovic, Jo-Wilfried Tsonga, Simona Halep and Jack Sock.

The brand is on a mission to create noise at this tournament, and the collection's bright color scheme – designed to reflect the tournament's sunny Melbourne setting – will certainly get people talking.

Inspired by the German Bauhaus art style, the women's adizero range displays a unique stacked graphic, with letters subliminally spelling 'TENNIS'. The vibrant range includes an innovative '3 in 1' dress with integrated sports bra and shorts – the only outfit of its kind available to the tennis market – which will be debuted in Melbourne by Ana Ivanovic, while Simona Halep will showcase the alternative pleated skirt and tank outfit.

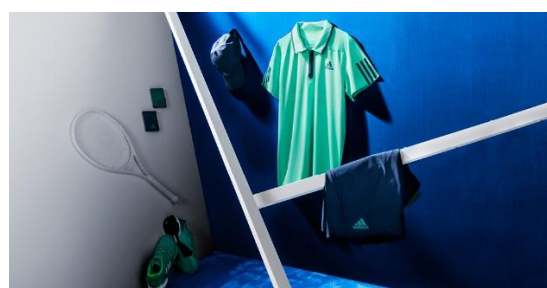
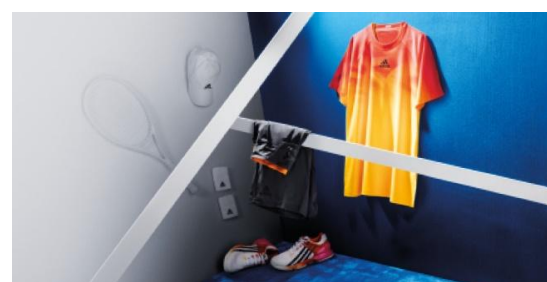
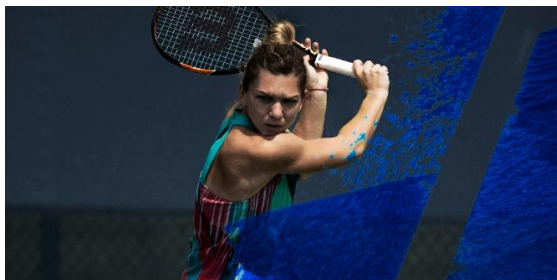
The equally bright men's adizero range is set to light up Melbourne Park as athletes Jack Sock, Fabio Fognini and Fernando Verdasco display the hand-printed orange and yellow t-shirt paired with black board-style shorts, while crowd favorite Jo-Wilfried Tsonga will wear the men's barricade range, featuring an aqua-green polo shirt with black bermuda shorts.

Lotta Jurica, Design Director, commented: "We wanted to create a range that embodies the Australian Open tournament, with bold summer colors and clean, functional looks. The lettering of the adizero range is inspired by the Bauhaus art style – it's clear and unembellished, yet playful. This is a theme that will be seen in adidas's designs throughout the 2016 Olympic year, and we're excited to see it take the stage for the first time in Melbourne."

The collection is currently available globally on adidas.com, adidas Performance stores and selected retailers.

#adidas #adidastennis





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For further images and information, please visit news.adidas.com or contact:

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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.