**Built for Focus - adidas Launches New Category:**

**ATHLETICS**

Redefining the future of “gym-to-street”style



**South Africa, 29 August 2016** – today, the world’s leading sportswear innovator announced the launch of a brand **new category** devoted to the athlete’s mental game – **adidas ATHLETICS**. adidas believes that training isn’t confined to the gym or limited to the physical, it’s about getting your mind right, preparing mentally, finding vision and above all Focus.

The category will officially launch on pitch on Saturday 10th September with the adidas Z.N.E. Hoodie - the first product in the revolutionary new range.

For any athlete, maintaining concentration immediately before they take to the field or when they’re in the zone is vital to their performance. The adidas Z.N.E. Hoodie was designed with this need in mind, helping athletes stay mentally strong thanks to three key elements; reduced noise distraction, minimal visionary interference and protection from discomfort. It combines cutting-edge craftsmanship with luxe fabric and a striking aesthetic to make it a sportswear essential, whether for performance or leisure.

The over-sized hood combines double-layered side and front panels to eliminate outside distractions, keeping the athlete warm and focused. It is large enough to accommodate over-ear headphones, enabling the pre-game music rituals synonymous with elite athletes. The hoodie’s premium, heavyweight cotton/polyester/elastane blend is designed for comfort: a “Made 2 Move” seam construction and dropped shoulder ensures the athlete can move freely and gives it a bold, modern look. Hidden zipper pockets are perfect for storing personal items when on-the-go. A discreet inner label carries a motivational message celebrating the mental strength and focus of athletes.

Brett Burgess, Business Unit Manager – Training Division at adidas South Africa commented, “The introduction of the new ATHLETICS category has been greatly welcomed by local athletes that adidas SA has worked with on this new campaign such as, current world record holder and world Olympic champion Wayde van Niekerk; sprinter, Akani Simbine, Stormers’ flanker, Sikhumbuzo Notshe and SA international cricketer, Kagiso Rabada. They are along with the likes of Gareth Bale, Tori Bowie, James Harden and Ana Ivanovic donning the hoodie, embracing the way adidas is redefining and elevating “gym-to-street” style.”

The adidas Z.N.E. Hoodie will be available at adidas [ecomm](http://www.adidas.co.za/on/demandware.store/Sites-adidas-EA-Site/en_ZA/Default-Start) and in major retail stores from 07th September, RRP (R1699).

To learn more, visit [adidas.com/athletics\_zne](http://www.adidas.com/athletics_zne). Follow [@adidasZA](https://twitter.com/adidasZA) on [Twitter](http://www.twitter.com/adidasrunning) and [Instagram](http://instagram.com/adidasrunning) and use the hashtag #findfocus to join the conversation.

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**NOTES TO EDITOR**

**About adidas athletics**

adidas athletics mission is to reinvigorate and revolutionise the badge of sport as an object of desire. It recognises the need for athletic expression off the field of play, whatever the field of play. Bridging the gap between athletes’ style and their life of sport, it champions a unique and fresh point of view, celebrating and highlighting the untold stories of innovation that get under the skin of sport.

**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 and TaylorMade.

**For questions or more information please contact:**

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