**adidas Unleashes Athlete’s ‘Evil Twin’ In Latest London Line Collection**

- Collection inspired by personalities of the world’s best tennis players-

- Tradition and elegance expressed through the London Line Collection-

- London Line is Part 1 of the ‘Evil Twin’ series launching in Fall/Winter 17 –

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**Herzogenaurach, Germany June 14:** **adidas Tennis** today unveiled the London Line in anticipation of the 2017 Wimbledon Tournament. Players including Angelique Kerber, Kristina Mladenovic, Dominic Thiem and Sascha Zverev will debut this collection on the iconic grass courts of Wimbledon.

Inspired by insights of tennis players and the uniqueness of the game, the **London Line Collection** represents the personality shift that players experience when they step onto court; unleashing their ‘evil twin’ during Grand Slam performances.

When designing the collection, adidas started with the conflicting duel personalities of a tennis player – friendly off court but a fighter on court. Achieved through the inclusion of contrasting fabrics, as well as technical design features of the performance collection; the pieces in the collection have a solid opaque front and an open mesh construction back.

The London Line is the first of a striking two part collection. With the Wimbledon range reflecting the light and controlled personality on court, the traditional white apparel used athlete insight to produce a sleek and elegant collection. Part 2 and the dark side of the ‘Evil Twin’ range will be promoted on court later in the season, helping you unleash your evil on court.

The women’s collection includes the London line dress, worn by Angelique Kerber featuring seamless structures and rib detailing at front and back for unrestricted movement. Also included in the collection is the London tank and skirt. The tank design incorporates slits on the back for a striking yet effective aesthetic that enables a full range of motion on court at all times.

**Angelique Kerber, WTA world number 1,** commented “When you step on court, see the crowd and you hear your name, something happens. Something takes over and it’s all about the win. You know in that moment that you will do whatever it takes, give all you have for every point. It’s what gets you to the top.”

**Caroline Hess, Design Director** said "Wimbledon is often the toughest tournament collection to design; given its traditional white dress code we lose the ability to express our athletes through colour, and therefore become more creative with silhouettes and fabrics. Through close working relationships with our athletes, the ‘evil twin’ concept was born, giving us a fresh and authentic approach to the tradition of Wimbledon. As a team we wanted to reflect this concept through materials and design, using contrasting fabrics and techniques to mirror the notion of there being a different persona – on-court and off-court”

The men’s collection includes a polo and shorts with a unique neckline and modern visual and will be worn on court by some of the most dominant figures of the game; Thomas Berdych, Jo-Wilfried Tsonga, Dominic Thiem and Sascha Zverev. The men’s polo also continues subtle references to the ‘evil twin’ of the athlete, including a smashed tennis raquet transfer inspired by the alter ego of a professional tennis player.

The 2017 adidas London line will be available online at <http://www.adidas.com/tennis>.

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Notes to editors:

**About adidas Tennis**

adidas Tennis is represented by top players such as Simona Halep, Angelique Kerber, Garbiñe Muguruza, Kristina Mladenovic, Caroline Wozniacki, Tomas Berdych, Lucas Pouille, Dominic Thiem, Jo-Wilfried Tsonga, Sascha Zverev and Novak Djokovic (Footwear Only). For more information on adidas Tennis, please visit [www.adidas.com/tennis](http://www.adidas.com/tennis). For additional images please visit our media news room on news.adidas.com and follow us on Twitter or on Instagram under @adidasTennis.

**About adidas**

The adidas Group is a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands adidas, Reebok, TaylorMade and CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group employs more than 55,000 people across the globe and generated sales of around € 17 billion in 2015.