



adidas x Wanderlust debut co-branded FW17 collection in time for International Yoga Day

- A collection dedicated to a community of 'mindful adventurers'.
- Yoga and training apparel and accessories designed for the Wanderlust lifestyle -
- adidas' unrivalled performance technologies offer comfort and versatility -



Los Angeles, June 21st, 2017: Today, **adidas** and **Wanderlust** present the global debut of their co-branded yoga and training apparel and accessories collection. Launching on International Yoga Day, the FW17 collection marks the continued partnership between adidas and Wanderlust; a collaboration rooted in mindful sport and fitness experiences that also sees a globally expanded event schedule this year. Comprised of 25 pieces, the apparel combines adidas' unrivalled sport performance credentials with Wanderlust's expertise in creating transformative movement and lifestyle events. In the collection's campaign, shot in Hawaii at Wanderlust's beautiful Oahu Festival earlier this year, renowned yoga teachers Chelsey Korus and Adriene Mishler showcase the product's ability to embrace all aspects of the Wanderlust lifestyle from yoga to running.

Sean Hoess, co-CEO of Wanderlust, comments: *"Wanderlust fosters a community of women who recognise their strength, both as individuals and as a group. Together with adidas, we support active women as they seek balance and inspiration in their lives, whether through yoga & mindfulness, sports, ideas, or new experiences. This co-created collection marks the next step of our partnership, which is as versatile as the Wanderlust experience itself."*

Yoga teacher and collection ambassador Adriene Mishler, adds: *"The pieces in this collection truly allow me to focus on my intention as I move my body. This invites my practice to be more free, more open and more honest."*



Yoga teacher and collection ambassador Chelsey Korus, says: *"I love this collection because I feel free to move as myself and that is a beautiful thing. I believe yoga is a returning to who I really am. It wakes me up to the beauty of the present moment and all the opportunities that live there."*

Breathe, stretch and cool down with bras, tanks, tights, bags and outer layers in an earthy colour palette reflecting the beauty of nature. This season, adidas introduce a variety of new styles including the **Wanderflow warp knit Onesie**, a tight-fit garment crafted with warp knit technology, in seamless fabric that moves with the body like a second skin. Designed in a natural slate grey, mesh structures across the piece keep the wearer cool, comfortable and moving freely.

Layer up the **Wanderflow Knot Tank** over the **Wanderflex Halter Bra**, and pair with the loose fit **Exploration Guru Pant**, when it's time to relax and restore, to find the perfect calm in ultimate comfort. Combine the **Wanderflow warp knit Tight**, made with Climacool® for superior breathability, with the **Wanderflow warp knit Crop** to create ease when flowing through each movement. The **Exploration Festival Poncho** protects against the elements with a hood and flattering cinched back. And during Savasana, it's easy to keep warm in the loose fit **Exploration Crew Sweatshirt**, which features Wanderlust lettering across the chest.

The adidas x Wanderlust collection will be available from 21st June as part of the FW17 season at adidas.com, wanderlust.com, select adidas stores, Wanderlust Hollywood and Wanderlust 2017/18 events globally. The collection ranges from 30€ for the **Wanderflow Boxi Low Back Tank** to 130€ for the **Wanderflow warp knit Onesie**. Tickets for Wanderlust festivals and city events across the world are available now from Wanderlust.com.

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For further media information please visit adidas News Stream or contact:

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See the online lookbook [here](#)

Visit the adidas website to see the new collection: adidas.com/wanderlust

Notes to editors:

About the adidas Group

adidas is a global leader in the sporting goods industry. A designer and developer of athletic and lifestyle footwear, apparel and accessories, adidas has the mission to be the best sports brand in the world. Headquartered in Herzogenaurach, Germany and Portland, Ore., adidas employs more than 60,000 people across the globe and generated sales of € 19 billion in 2016.

About Wanderlust:

Wanderlust Holdings, LLC is a global yoga lifestyle company founded in 2009. Our mission is to help you find your true north—to live a healthy and inspired life. Wanderlust's events encompass Wanderlust Festival, the largest multi-day yoga and music festivals in the world and Wanderlust 108, a one-day "mindful triathlon" taking place in urban parks across the world. In 2012, we opened the first Wanderlust Yoga studio, a re-imagining of the yoga studio experience and began offering Wanderlust Teacher



Training, a yoga teacher-training program inspired by the Wanderlust festival experience. In 2015, we launched Wanderlust TV, a media platform connecting viewers with inspirational teachers and wellness experts and Wanderlust Hollywood, a 10,000 square foot center in Los Angeles, CA offering yoga and meditation classes, a world-class organic restaurant, and a full-featured performance venue.

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