



adidas presents The British Team Kit for London 2012 – designed by Stella McCartney

adidas combines best in performance technologies with stand-out British design to present the best equipped team in history

22 March 2012, Tower of London, London – adidas, Official Sportswear Partner of Team GB and ParalympicsGB today proudly presented the ground-breaking team kit that will be worn by the British athletes at the London 2012 Olympic and Paralympic Games.

Designed by acclaimed British designer Stella McCartney, who was appointed by adidas as Creative Director for this project, the kit is the most comprehensive range that's ever been supplied to a national team, combining the best in performance technologies and stand-out British style.

Over two years in the making, McCartney's design of the kit focusses on the Union flag, breaking down the iconic design and reconstructing it, creating a modern and contemporary twist. The result is a bold design that features on all items of the kit to ensure the British athletes stand out in front of the home crowd as a unified team.

Stella McCartney said: "The first place to start on a project like this is to look at the Union flag. For me it's one of the most beautiful flags in the world and it was important for me to stay true to that iconic design but also to modernise it and present it in a contemporary way. Ultimately, we wanted the athletes to feel like a team and be proud with the identity we created."

The kit was revealed in spectacular style at the Tower of London where over 30 athletes including Jessica Ennis, Phillips Idowu and Ellie Simmonds showcased the performance range including competition kit, training wear, the presentation suit, footwear and accessories.

Speaking about the new adidas kit, British triple jumper Phillips Idowu said: "With a global audience watching London 2012 every little detail matters. I love what Stella has done with the design. Looking good is psychologically important but my sprint suit is also technically advanced, so not only do I look good but I also have confidence in the technology in the kit."

Nick Craggs, Marketing Director, adidas UK said: "All eyes will be on the British athletes when they take the stage at the Games so we wanted to ensure that they would be the best equipped team through a combination of leading technologies, including TECHFIT™ PowerWEB and Climacool and a unified, striking team identity."

adidas will supply over 900 British athletes across the 26 Olympic and 20 Paralympic sports producing a total of approximately 175,000 items of clothing. This is made up of 590 individual articles that have been created to ensure the British team will be the best equipped nation for the Games.

Involving the British Olympic Association (BOA), British Paralympic Association (BPA) and the athlete commission in every step of the process, the result is a performance-led collection that reflects both Team GB and ParalympicsGB's patriotic pride and passion, ensuring that they fly the British flag in style.

Andy Hunt, Team GB Chef de Mission and Chief Executive of the BOA, said: "This partnership has brought together the best in performance technology through adidas, the best in British design and creativity with Stella McCartney and the best in British sport with athletes from Our Greatest Team. Performance is our number one priority and the superb combination of adidas and Stella is sure to impact positively on Team GB."

Tim Hollingsworth, Chief Executive Officer of the BPA, added: "A home Games will be an incredible experience for Britain's Paralympic athletes. Despite their past success, they have never been centre stage like they will be in London so it's really important that they look fantastic with the eyes of the whole nation on them. And after all the hard work they have put in to make the team, they will also want to know that the kit will enable them to perform at their best. This kit is a great combination of style and function that we hope will give us the winning edge."

Replica ranges of the British team kit will go on sale in April, including football, tennis, cycling, basketball, athletics and swimwear.

Ends

Editors Notes

KEY ADIDAS PRODUCT INFORMATION

TECHFIT™ PowerWEB

TECHFIT™ PowerWEB is at the cutting edge of athletic design. It features compression fabric and TPU (Thermoplastic Polyurethane) material, and is designed to mirror the movement of the muscles to generate maximum explosive power, acceleration and endurance. TECHFIT™ PowerWEB has been updated for London 2012 to be more natural and less restrictive for athletes, while still delivering all the technological benefits they have come to expect.

CLIMACOO™

ClimaCool™ is climate control for clothes using heat and ventilation zones, moisture management fabrics and conductive fibres that draw heat away from the body. ClimaCool™ footwear deals with heat by creating a system of ducts and vents that actively circulate air through the shoe and over the skin with every step providing 360° cooling around the entire foot. ClimaCool™ has been updated for London 2012 with waterproof elements.

LONDON 2012 FOOTWEAR

adidas is providing a total of 38 different shoes to athletes in London – 31 of which are lighter than the corresponding shoe they would have worn in Beijing. Having worked closely with athletes, adidas has come up with new lightweight adizero™ concept based on the belief that 'lighter equals faster'. adizero™ began with the Crazy Light basketball shoe, followed by the F50 adizero football boot and then the Prime spike Yohan Blake was wearing when he won the World 100m title in Daegu in 2011.

ADIDAS AND THE OLYMPIC GAMES

adidas signed up as a Tier One partner of the London 2012 Olympic and Paralympic Games in September 2007, becoming the Official Sportswear Partner. As part of the deal, adidas has designed and produced official kit and apparel for Team GB/ParalympicsGB and officials, as well as a range of lifestyle products available at retail.

adidas has a long association with the Olympic and Paralympic Games, having been involved since 1928. adidas continues to innovate and it is through cutting-edge technology incorporated into its products that athletes set records and personal bests.

www.adidas.com

Athletes present at launch:

First Name	Surname	Event
Kieron	Archara	Basketball
Alistair	Brownlee	Triathlon
Jonny	Brownlee	Triathlon
Fraizer	Campbell	Football
Aaron	Cook	Taekwondo
Jody	Cundy	Paralympic Cyclist
Zara	Dampney	Beach Volleyball
Becky	Downie	Gymnastics
Jessica	Ennis	Heptathlete
Heather	Fell	Modern Pentathlon
James	Goddard	Swimming
Larry	Godfrey	Archery
Dan	Greaves	Paralympic Discus
Phillips	Idowu	Triple Jump
Joanne	Jackson	Swimming
Jeanette	Kwakyé	100m
Richard	Mantell	Field Hockey
Denise	Marston-Smith	Field Hockey
Shauna	Mullen	Beach Volleyball
Christine	Ohurugu	400m

Jonnie	Peacock	Paralympic Sprinter
Tiffany	Porter	100m Hurdles
Shanzae	Reade	BMX
Pete	Reed	Rowing
Stefanie	Reid	Paralympic Sprinter
Goldie	Sayers	Javelin
William	Sharman	110m Hurdles
Eleanor	Simmonds	Paralympic Swimmer
Louis	Smith	Gymnastics
Zoe	Smith	Weightlifting
Chris	Tomlinson	Long Jump
Shelly	Woods	Wheelchair Racing