**Stay ultra-cool, dry and comfortable with the adidas ClimaCool and Clima365 range**

[adidas](http://www.adidas.co.za/training/) has updated the ClimaCool for women and Clima365 for men training ranges, with exciting new styling details, colours, product benefits and technologies, to ensure you keep ultra-cool, dry and comfortable throughout your workout.

The latest gym-focused Clima ranges once again impresses this season with highly functional but stylish products on offer such as the ClimaCool pants for ladies, with slim fit and unique, heat reactive fabric which keeps you cooler and drier for longer, or the Clima365 tee for gents to keep them performing at their peak in even the most heated competition.

***Technology***

The new training range includes the latest adidas product benefits and technologies:

**ClimaCool**® - adidas ClimaCool® is ventilation and moisture management for your body, providing optimum comfort and performance. It keeps you cool and comfortable while performing at your peak in even the hottest conditions by actively expelling heat and sweat away from your body.

**ClimaCool+**® - adidas ClimaCool+® makes sure that after an hour training, your stone cold t-shirt heats up 2°C less than a regular training t-shirt, so when you train your body heats up fast but your t-shirt doesn’t, resulting in a cool sensation.

**Climalite**® - adidas Climalite® is a soft, lightweight fabric for superior moisture management. It’s light, breathable fabrics worn close to the skin conduct heat and sweat away from the body to keep you cool and dry in warm conditions.

**Climalite+**® - adidas Climalite+®, additionally to Climalite® technology. Climalte+® contains Jade infused thread, to create a cooling effect on your skin.

The ClimaCool and Clima365 ranges are available for both women and men respectively at adidas Concept stores and select retailers ranging from the recommended retail price of R349.00-R849.00.

For more information please visit the adidas [News Stream](http://news.adidas.com/ZA), [adidas.co.za/training](http://www.adidas.co.za/training/)or [@adidasZA](https://twitter.com/adidasZA) on Twitter and [@adidasZA](http://instagram.com/adidasza) on Instagram to get social.

Unlock[the adidas vault](https://www.adidas-archive.org/#/herostories) to find out more about the brand’s heritage.

**- ENDS -**

**For further information please contact:**

|  |  |
| --- | --- |
| Gugu Ntuli  adidas SA  Public Relations Manager: Performance  Email: [gugu.ntuli@adidas.com](mailto:gugu.ntuli@adidas.com)  Tel: +27 (21) 442 6200 | Rikki Lee Majiet  Ogilvy & Mather PR Cape Town  Account Executive  Email: [rikki.majiet@ogilvy.co.za](mailto:rikki.majiet@ogilvy.co.za)  Tel: +27 (21) 467 1164 |