**ADIDAS EMBRACEs THE DARK SIDE WITH**

**NEW “BLACK PACK” boots**

***adidas reveals new black-out series boots as part of #ThereWillBeHaters campaign***

The Black Pack

**Herzogenaurach, 04 March** – adidas has today revealed new versions of each of its **adidas adizero f50, adidas Predator, adidas Nitrocharge** and **adidas 11Pro** silos. The new **Black Pack** brings the classic black-out series to the **#ThereWillBeHaters** campaign.

The **#ThereWillBeHaters** campaign has shaken up the world of football by celebrating the “hate” that the best players are subject to from fans. The best players know that their performances stimulate “hate” from fans and opponents, particularly on social media. This then becomes the fuel which drives even greater performances. They thrive off it – and they make no apology in doing so.

The **Black Pack** is the latest instalment of the hugely popular black-out series of boots. Each of the four silos has been given a dramatic re-design, while retaining the latest technological innovations of the **#ThereWillBeHaters** boots. Each silo features a unique re-designed upper based on specific medieval characteristics. The uncompromising new designs bring to life the classic look of the black-out series as well as the provocative tone of **#ThereWillBeHaters.**

The Black Pack

The **adidas adizero f50** is made for the world’s most prolific players. The new “Fleur de Lisse” design is inspired by French knights. The 3D dribbletex layer on the upper allows for better speed dribbling in wet or dry conditions while the grip texture, stud configuration and second level of traction on the forefoot base provide maximum manoeuvrability.

The new design of the **Predator** features a Tudor Rose inspired by British Knights. The 3D engineered SL rubber zones, combined with the engineered gel pod, provide optimal grip on the ball and an enhanced capability for precision passing, while the revolutionary control frame provides ultimate contact with the ball.

**Nitrocharge** is the perfect boot for “*The Engine*”, box-to-box, all-action player. The new **Black Pack** boot incorporates design elements from the renaissance in a striking new look. Energy-sling technology has been used alongside an increased area of protection pads and protection mesh to provide unrivalled stability.

The **11Pro** is the epitome of comfort. The skeleton in the heel and forefoot offers a perfect fit and increased stability. The comfort outsole also features a comfort frame which distributes pressure across the shoe, while new smaller studs provide perfect ground penetration. The **Black Pack 11Pro** features a design inspired by Ottoman Janissary.

The world’s most hated players wear the **adidas adizero f50, adidas Predator, adidas Nitrocharge** and **adidas 11Pro.**  For further information please visit **adidas.com/football** or go to **facebook.com/adidasfootball** or follow **@adidasfootball** **#ThereWillBeHaters** on twitter to join the conversation.

**- END -**

**For further media information please visit** [**http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL**](http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL) **or contact:**

|  |  |
| --- | --- |
| **Gugu Ntuli** adidas South Africa Public Relations Manager: Performance Email: gugu.ntuli@adidas.comTel: +27 (21) 442 6200 | **Siyavuya Madikane** Magna Carta Reputation Management ConsultantsAccount Manager Email: Siyavuya@magna-carta.co.zaTel: +27 (87) 997 0124 |

**Notes to editors:**

**About adidas Football**

adidas is the global leader in football. It is the official sponsor / official supplier partner of the most important football tournaments in the world, such as the FIFA World Cup™, the FIFA Confederations Cup, the UEFA Champions League, the UEFA Europa League and the UEFA European Championships. adidas also sponsors some of the world’s top clubs including Real Madrid, FC Bayern Munich, AC Milan, Flamengo and Chelsea. Some of the world’s best players also on the adidas roster are Leo Messi, Gareth Bale, Thomas Müller, Arjen Robben, James Rodriguez, Karim Benzema and Bastian Schweinsteiger.