

**adidas introduces new premium training collection adidas Standard 19
- inspired by brand legacy, created for urban athletes today -**

Debuting for Autumn/Winter 2015, adidas Standard 19 is refined comfort: a premium collection of adidas training pieces, inspired by adidas' heritage, a set of 32 standards central to the German brand's DNA. adidas Standard 19 states simply: "Functionality, fit, weight, aesthetics, and quality make an adidas product." Following this proclamation, adidas reinvents contemporary sportswear for fast-paced, city-centric lifestyles—valuing engineered design, subtle details, and the finest breakthrough fabrics. The result is adidas Standard 19.

"adidas Standard 19 fuses the best of adidas technology with a refined, elegant aesthetic," says Maik Rucks, Global Category Director - Mens Training. "The result is a bold statement of modern looks for an urban active lifestyle."

The collection strikes a unique balance between aesthetic and performance, providing solutions for active modern lifestyles—a perfect look to be worn straight from the gym to the office. This pared-down style can be glimpsed in a range of outerwear, base layers, and footwear for men and women, designed in subtle tones of black, gray, and off-white with performance elements like reflective details and patterns; waterproof pockets and taping; and a brave roster of the most advanced adidas sportswear technologies like Climacool®, Climaproof®, and Climastorm™.

Sumptuous, seamless base layers blend merino, polyester, and elastane in marbled gray knit to offer a stylish option for working out, running—or just running errands. Incorporating Techfit® waistband technology with tone-on-tone logo applications complete the look. Chic multi-pocket hoodies are comprised of the finest wool-touch fabric, lined in fleece and trimmed with reflective elements. They arrive with fully seam-sealed, built-to-last zipper pulls to provide the ultimate insulation from winter's arctic blast. Blouson jackets create a stylish cover-up with striking reflective wolf patterns across their backs. Parkas with titanium cooling fibers enable long-wearing performance that responds to the body's internal mechanisms. Finally, in footwear, the adizero™ XT Boost presents a lightweight running shoe with sock-like support and Continental® outsoles made for outdoor and trail performance.

Together, these pieces yield a sport-style vision on modern performance that responds and adapts to the demands of a dynamic 21st-century life.

The Fall/Winter 15 collection is available globally from August 1st onwards at adidas Sports Performance stores, www.adidas.com, as well as sports retailers and high-end department stores like SportArena, Harrods, Stockmann, Lotte and Lady Footlocker.

About adidas

adidas is a global designer, developer and marketer of athletic footwear, apparel and accessories with the mission to be the best sports brand in the world. For more information, visit www.adidas.com.

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