

## ADIDAS PUTS X15 AND ACE15 IN HANDS OF CREATORS

MIADIDAS ENABLES NEW CUSTOMISATION FOR GAME CHANGING BOOTS



Herzogenaurach, Monday 7<sup>th</sup> September – In 2015 adidas Football changed the game forever. The **ACE15** and **X15** were launched, boots designed for two types of players - those that cause chaos and those that control everything. Footballers all over the world were challenged to **#BETHEDIFFERENCE**.

Those boots are now in the hands of football creators as **miadidas** announces the **Glorious pack**, the first new print design for players to customise the **X15** and **ACE15**. Players who control the game and players who cause chaos can now both seize glory and stamp a new identity on their boots, just as they do on the pitch.

Both boots receive a new customisable tribal print in key call out areas across the boot. The print dominates the **X-SKIN** upper of the **X15** creating an even more dangerous dynamic for the game's most uncontrollable players. The **ACE15**, built for control, features a ground-breaking new stud configuration with the **Glorious pack** print featured across the sole plate and visible through the revolutionary **CONTROL WEB** upper.

**miadidas.com** is a service allowing footballers to "Create Your Own" design and incorporate colour schemes and personal touches to their boots. The website contains a huge range of personalisation options, meaning that it is easier than ever for 'designers' to purchase their creations or share them on social media.

. To join the conversation visit [facebook.com/adidasfootball](https://www.facebook.com/adidasfootball) or follow [@adidasfootball](https://twitter.com/adidasfootball)

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<http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL> or contact:

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### 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 Manchester United, Real Madrid, FC Bayern Munich, Juventus, Chelsea and AC Milan. Some of



## Information

the world's best players also on the adidas roster are Leo Messi, Gareth Bale, Thomas Müller, Luis Suárez, James Rodríguez, Diego Costa and Mesut Özil.