



***Introducing victory as a mindset with Ebba Jungmark and Ruben Loftus-Cheek
for Spring Summer 2016***

adidas features two esteemed athletes in their new campaign, introducing victory as a mindset for **Standard19** and **Daybreaker**.

Firstly, **Ebba Jungmark** a Swedish Olympic high jumper, who finished fifth at the 2006 World Junior Championships and won the bronze medal at the 2007 European U23 Championships. Her personal best jump is 1.96 meters, achieved at the 2011 European Athletics Indoor Championships in Paris, France. Secondly, **Ruben Loftus-Cheek** an English footballer who plays as a midfielder for Chelsea. Ruben is a Chelsea player since the age of eight and made his debut for the first team in December 2014.

Spring Summer 2016 is a season where premium function meets premium style. Clearly stated in the highlights, **Standard19** is all about layered silhouettes with the parka as the main feature. Reflectivity also plays a key role with focus on textures and flash, be seen in the hero item in spaced fabric –the reflective silver hoody with delightful details such as integrated thumbhole.

adidas **Daybreaker** is refreshed with new silhouettes to compliment the hoody, without compromising on style and maximum comfort with plenty of reflective play -from the logo to details in the side pockets and along the zipper.

Availability

*The Spring/Summer 16 collection is available globally from January 1st onwards for **Standard19** and from December 1st onwards for **Daybreaker** at adidas Sports Performance stores, www.adidas.com, as well as sports retailers and high-end department stores.*

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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