**ADIDAS DELIVERS FASHION AND FUNCTION WITH**

**SUBSCRIPTION-BASED AVENUE A**

**Portland, Ore., February 9, 2016 –** adidas today introduces Avenue A, a quarterly women-only subscription service that offers a curated box containing premium running and training products. Avenue A improves the shopping experience by providing seasonal looks directly to female athletes at the click of a button.

adidas will collaborate with fashion-forward trendsetters and trainers to hand-pick an array of products for each shipment that exemplify style and performance. The first shipment of Avenue A was curated by world-renowned fitness artist Nicole Winhoffer. Based in New York, Nicole has selected a versatile package of products that cater to an active lifestyle without compromising style.

“I get a lot of inspiration from what’s around me,” said Winhoffer. “I love cultures and I combine different styles, cultures, dance, and performance into my own unique style.” Regarding her involvement with Avenue A, Nicole said, “The brand is paying attention to a woman’s need to be stylish, confident and one of a kind. They’re doing it in a really cool new way.”

The spring 2016 edition will also include PureBOOST X, an innovative running shoe designed specifically for women that features a first of its kind floating arch to provide unrivalled support.

“PureBOOST X is a great example of the huge focus we have on the versatile female athlete,” said Kelly Olmstead, Senior Director of adidas Brand Activation. “And it’s so inspiring to collaborate with women like Nicole who are staying active in a way that’s authentic to their lifestyle.”

With the recent launch of PureBOOST X, the female-focused “I’m Here to Create” film series, and now Avenue A, adidas is more focused on female athletes more than ever before.

“Our brand is listening to what women truly want, and that is product designed specifically for her combined with unique, customized experiences. Avenue A helps us deliver that in one convenient and inspiring package. The best part is, this is only the beginning,” said Olmstead.

Avenue A will ship quarterly, so subscribers will receive four boxes per year at $150 per box. While the contents of each shipment is a surprise, the box will be filled with three to five premium items – a mix of footwear, apparel and accessories appropriate for the season.

Learn more about the subscription process and sign up at [adidasavenuea.com](https://www.adidasavenuea.com/). Follow the conversation on social media through #adidasAvenueA.

**About adidas**

adidas is a global designer and developer of athletic and lifestyle footwear, apparel and accessories with the mission to be the best sports brand in the world. As an innovation and design leader, adidas engineers the best in high-performance products to make athletes better, faster and stronger and creates a range of classic and fresh lifestyle and high-fashion lines.

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