



adidas unveils new 2017 Australian Open collections

- Striking blue Melbourne line inspired by Melbourne's terrain-
- adidas Barricade range technologies improve stability and endurance for top athletes-
- Climate regulating technologies keep athletes cool in Melbourne's conditions -



Herzogenaurach, Germany 1st January 2017: As the new tennis season begins with the Australian Open 2017, adidas Tennis revealed the latest performance wear to be worn by the best in the game. Players including Angelique Kerber, Dominic Thiem and Sascha Zverev will be equipped with brand new **Melbourne** and **Barricade** performance wear, designed to maximise performance at the first Grand Slam of 2017.

The **Melbourne** collection has been re-imagined with a fresh new look inspired by the city of the first Grand Slam of the year. The blue of the ocean combines with pops of bright orange to deliver a look matching the heat and environment of Melbourne. The men's line offers a simple aesthetic through colour lines, while the women's range includes a sun-washed graphic; guaranteeing players stand out in the Rod Laver arena.

The super lightweight collection is built to keep athletes cool in the Australian sun. **ClimaLite** materials encourage quick evaporation of sweat, and **Climacool** technology enhances the body's ability to regulate its temperature in the heat of summer. Wearing the



new Melbourne men's collection will be Sascha Zverev, current world number 24 and the youngest player in the ATP top 50. Performing in the women's collection will be defending champion, Angelique Kerber.

The **Barricade** range has evolved for the season with a host of fresh design details. The men's collection is built to showcase the power and strength of the world's best athletes, with technical features that ensure balance and support on the court.

Barricade apparel will be worn by Dominic Thiem world number 9 and 2016 Wimbledon quarter-finalist Jo-Wilfried Tsonga.

Lotta Jurica Design Director adidas Tennis explains: "The conditions of an Australian summer can present a serious barrier to the players performing their best, so we have designed the collection to combat this. The lightweight designs and cooling fabrics will help them keep arrayed with patterns inspired by the local environment, layers symbolizing depth of the ocean and sky combined with sun bleached print, will enable the athletes to deliver stand-out performances whenever they step out on to the court."

Angelique Kerber comments: "2016 was a special year for me and it all started in Melbourne where I won my first ever Grand Slam title. I'm excited to return to the courts of that success and look forward to defending my title. As such an important city to me, I love that adidas has designed the new outfit with Melbourne in mind. The conditions in Melbourne can often be a challenge, but with the cooling fabrics and technologies this is performance wear that will allow me to play at my best and give me a great shot of defending my title."

The 2017 adidas Australian Open **Melbourne** and **Barricade** collections are available online now at <http://www.adidas.com/tennis>

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Notes to editors:

About adidas Tennis

adidas Tennis is represented by top players such as Simona Halep, Angelique Kerber, Garbiñe Muguruza, Caroline Wozniacki, Tomas Berdych, Lucas Pouille, Dominic Thiem, Jo-Wilfried Tsonga, Sascha Zverev and Novak Djokovic (Footwear Only). For more information on adidas Tennis, please visit www.adidas.com/tennis. For additional images please visit our media news room on news.adidas.com and follow us on Twitter or on Instagram under [@adidasTennis](https://www.instagram.com/adidasTennis).

About adidas

The adidas Group is a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands adidas, Reebok, TaylorMade and CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group employs more than 55,000 people across the globe and generated sales of around € 17 billion in 2015.