****

**adidas Athletics Releases Newest**

**Reigning Champ Collection**

***Features First alphabounce Collaboration with Fresh Take on UltraBOOST and Primeknit Apparel***

adidas today introduces the newest drop of the adidas Athletics x Reigning Champ collaboration, including alphabounce for the first time. The new collection of premium apparel and footwear fuses the latest in adidas innovation and technology with Reigning Champ’s craftsmanship and aesthetic.

The adidas Athletics x Reigning Champ collection is highlighted by seamless Primeknit hoodies, bombers and pants for men and women. Made from a durable yarn blend renowned for its flexible and breathable qualities, Primeknit technology ensures a perfect fit. The collection also includes woven jackets, crewnecks, zip hoodies, tees and pants for men and women along with shorts for men and tanks for women made from Reigning Champ’s signature heavyweight French terry fabric.

Following the introduction of one of the industry’s most sought after collaborations, adidas Athletics and Reigning Champ provide a fresh take on the brand’s popular running shoes with the latest UltraBOOST and alphabounce collaboration. The white heather UltraBOOST features leather caging and reflective branding on the tongue while the alphabounce features leather detailing and space dyed engineered mesh.

The apparel ranges from $40 to $225 and the footwear ranges from $150 for alphabounce to $200 for UltraBOOST.

The newest collection effortlessly blends timeless design with innovative construction. Constantly pushing the boundaries of innovation, adidas delivers the ultimate blend of performance and style.Reigning Champ designs and manufactures premium athletic wear emphasizing rugged construction and unrivalled comfort.

The collection launches globally on April 7 on [adidas.com](http://adidas.com/)*,* adidas stores, [ReigningChamp.com](https://reigningchamp.com/), Reigning Champ flagship stores and select Foot Locker stores and fashion boutiques.

For more information and images visit [adidas US NewsStream](http://news.adidas.com/US) and join the conversation on Twitter and Instagram using #UltraBOOST and #alphabounce at [@adidasUS](https://twitter.com/adidasUS).

###

**Contact:**

Kaitlyn Chock

adidas Public Relations

971-234-7432

Kaitlyn.chock@externals.adidas.com