



adidas Athletics Unveils Z.N.E. Zero-Dye Hoodie

adidas Athletics has just released its latest product offering, the Z.N.E Zero-Dye Hoodie. Like the rest of the adidas Athletics range, the Z.N.E Zero-Dye Hoodie is designed to provide premium comfort and help athletes find focus as they go from the street to the game.

The range is created using a no-dye process, which saves resources by using materials in their natural colour. By using this technique the athletics range wants to reflect the purity and vision athletes harness when entering the zone. "Find Focus On What Really Matters", the new tagline used in the campaign, extends the concept of finding focus, making athletes conscious, not only of their performance, but the environment that surrounds them.

Leading adidas athletes, including the likes of Paul Pogba, Tori Bowie and Coco Shilin will wear the Z.N.E Zero Dye range, which will be available from Wednesday 19th April at a RRP of €80.

For more information please visit our adidas News Stream: www.news.adidas.com/DE

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