



## **adidas Tennis Collection by Pharrell Williams**

**- A chic twist on classic tennis apparel -**

**- Inspired by the personal style of the sport's greatest legends -**

**- Leverages breakthrough adidas technologies -**

### **NYC, AUGUST 2017**

For Fall/Winter 2017, Pharrell Williams and adidas Originals throwback to a golden era of tennis. Inspired by the sport's '70s-era superstars—their fearless attitudes and their bold senses of personal style—Pharrell developed a simple brief: remix their most iconic looks into a new tennis collection informed by the latest breakthroughs in adidas technology, such as adidas Climacool.

The result is adidas Tennis Collection by Pharrell Williams, a range of clothing, accessories, and footwear that brings a cool, colorful, and sophisticated spirit to the world of tennis apparel. The collection explores two distinct motifs—primary color-block and off-white pin stripe. These elements are paired with fully-fashioned, engineered knitwear that boasts surprising details.

The collection offers a complete wardrobe of retro-inspired pieces, from polos, cable knits, and track tops for men to skorts and dresses for women. On the court, the must-have polo shirt serves the ultimate in tennis style, featuring engineered details and cool futuristic textures. At the same time, Pharrell and adidas completely rethink another preppy staple: the cable-knit sweater. Here it's updated with engineered cuff and collar tippings and a subtle, tone-on-tone, inlaid logo pattern. (The women's cable-knit vest reveals a cool and flirtatious peekaboo cut-out back). Seeking the perfect tennis dress? It's arrived in a fully-fashioned engineered knit with two-tone pleats and contrast rib details at waist.

A simple headband can make or break a look. That's why accessories are crucial to the collection. From colorful knee socks and semi-transparent long-peak visors to a roomy, vintage-inspired tennis bag in the softest suede, these pieces will complete a modern expression of sport-style.

The campaign features models as well as tennis athletes Sascha Zverev and Garbiñe Murguruza.

Sascha: <https://youtu.be/AnGF4zSkiY4>

Garbine: <https://youtu.be/qncKiSfkz70>

## **GLOBAL RELEASE**

August 31<sup>st</sup> 2017

### **PW Men's Polo**

- » Men's Polo
- » Fully fashioned engineered knit
- » Engineered color block side and collar detailing
- » 3-button placket
- » Engineered texture to chest, side sleeves, and lower back
- » Heat-applied badge of sport to left chest
- » PW x adidas collab internal label

RRP \$ 170

### **PW Men's Polo 2**

- » Men's Polo
- » Fully fashioned engineered knit
- » Engineered pinstripe detail
- » 3-button contrast placket
- » Engineered texture to chest, side sleeves, and lower back

- » Heat-applied badge of sport to left chest
- » PW x adidas collab internal label

RRP \$170

### **PW Men's Cable V**

- » Men's cable-knit sweater
- » Deep V-neck collar solution
- » Collar and cuff engineered tipplings
- » Heat-applied badge of sport to left chest
- » PW x adidas collab internal label

RRP \$300

### **PW Men's Short**

- » Fully fashioned engineered knit
- » Color block side panel detailing
- » Pin tuck detailing to front panel
- » Heat applied badge of sport on left leg
- » Red piping detail down front panel
- » 2 x mesh lined side pockets
- » PW x adidas collab internal label
- » Fake fly construction with horn button
- » Engineered two-tone waist rib

RRP \$110

### **PW Men's TT**

- » Men's engineered track top
- » Fully fashioned engineered knit
- » Color block lower half detailing
- » Engineered texture to upper half and sleeves
- » Stand-up collar construction

- » Retro-inspired batwing fit
  - » Heat-applied badge of sport to left chest
  - » 2x zipped side pockets
  - » PW x adidas collab internal label
  - » Retro-inspired Adidas-branded 2-way zipper
- RRP \$300

### **PW W Cable V**

- » Women's cable-knit tank
  - » Deep V-neck collar solution
  - » Collar and hem engineered tipplings
  - » Engineered cut out to back
  - » Heat-applied badge of sport to left chest
  - » PW x adidas collab internal label
- RRP \$250

### **PW W Top**

- » Women's engineered top
  - » Fully fashioned engineered detail
  - » Engineered color block detailing
  - » V-neck collar solution with two-tone tipping
  - » Engineered texture to front and back
  - » Heat-applied badge of sport to left chest
  - » PW x adidas collab internal label
- RRP \$140

### **PW W Skort**

- » Women's engineered skort
- » Engineered waistband
- » 2-layer engineered skort

- » Upper-layer textured knit
- » Bottom level color blocked flat knit
- » Heat-applied badge of sport to left front
- » PW x adidas collab internal label

RRP \$130

### **PW W Dress 1**

- » Women's dress
- » Fully fashioned engineered knit
- » Color block detailing to collar and placket
- » Tonal waiststrip detailing
- » Tonal pleats to right leg
- » 3-button placket
- » Heat-applied badge of sport to left chest
- » PW x adidas collab internal label

RRP \$400

### **PW W Dress 2**

- » Women's dress
- » Fully fashioned engineered knit
- » Engineered color block detailing to collar and placket
- » Contrast waist rib detailing
- » Two-tone pleats to the right leg
- » 3-button placket
- » Heat-applied badge of sport to left chest
- » PW x adidas collab internal label

RRP \$400

### **PW Towel**

- » 100% cotton

- » Dimension 70 x 140 cm
  - » Herringbone tape finish
  - » Engineered badge of sport.
  - » Engineered color block detailing
  - » PW x adidas collab internal label
- RRP \$80

### **Vintage Team Bag**

- » Perforated cow suede leather
  - » False tennis side pocket with embroidered badge of sport
  - » Vintage inspired zippers and bottom studs
  - » Detachable shoulder strap
  - » Footwear compartment
  - » Pw x adidas collab internal label
- RRP \$450

### **PW Knee Socks**

- » 3 pack of knee socks
  - » Engineered badge of sport
  - » PW x adidas collab internal label
- RRP \$45

### **PW Women's Visor**

- » Transparent long peak visor
  - » Climalite headband
  - » Printed badge of sport
  - » PW x adidas collab internal label
- RRP \$80

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