**adidas Tennis announces latest Art Pack footwear collection**

**- Iconic adidas Tennis franchises get limited edition design updates –**

**- Barricade 2017 re-imagined by minimalism –**

**- Ubersonic 3 Jade design nods to Chinese tradition -**

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**Herzogenaurach, Germany, October 6th, 2017:** adidas Tennis has today unveiled two additions to the Art Pack footwear collection, the Barricade 2017 Minimalism and the Ubersonic 3 Jade.

The Barricade 2017 Minimalism is inspired by the concept after which it is named – minimalism. With a beautifully simplistic design the shoe mirrors the attitude all tennis players must have when taking to the court – avoiding all distraction. The shoe’s design is completely stripped back allowing the players to focus on what’s really important in their game, delivering a 100% uncompromised performance. The Barricade 2017 Minimalism is globally available from October 6th 2017.

The Ubersonic 3 Jade is made for those who take their game and practice seriously. Taking inspiration from the Chinese analogy “Jade, without chiseling, cannot become a useful object", this shoe points to the hard work and practice needed for a player to turn raw talent into success on the court. As a talisman for ‘Good Luck’, the Jade design is incorporated into the colour and print of the shoe, encouraging players who wear it to play with confidence. The lightweight shoe also offers optimum support, comfort and breathability with every step, lunge and strive – a nod to the longevity associated with the stone Jade. The Ubersonic 3 Jade is globally available from October 20th 2017.

Alex Chan, Director at adidas Tennis said: “When the best tennis players take to the court, they bring with them their own styles and traditions. With the two new additions to the Art Pack we wanted to pay homage to two unique concepts of art and design – the notion of minimalism and also looking into the cultural importance of jade in art. Taking these design concepts, we have reimagined our iconic tennis franchises – Barricade and Ubersonic. These limited edition versions will stand out on court both visually and in regards to performance”.

The new additions to the Art Pack are globally available from adidas.com/tennis and tennis retailers. Follow the conversation at @adidastennis on Twitter and Instagram.

**ENDS**

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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, Kristina Mladenovic, 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](http://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.

**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.