

Bold Colours and Striking Design Keep It Cool This Golf Season

adidas Golf Launches Spring/Summer 2017 Apparel

Basingstoke, Hants (16 January, 2017) – adidas Golf, an industry leader in innovation, technology and performance apparel and footwear is proud to announce its Spring/Summer collection for 2017.



The range ensures golfers will stay cool, dry, and comfortable whilst maximising their performance throughout the year, with the help of adidas' technologies including **climachill™**, **climacool**, and **climaproof**. Whether it's beating the heat or the summer showers, the Spring/Summer range has you 'Geared For More'.

Sported by the reigning US Open Champion and World #3 Dustin Johnson, alongside icons Sergio Garcia and Justin Rose, the new collection will be showcased throughout the golfing season.



Throughout the men's range, an array of features, such as the moisture wicking, water resistant fabric on the **ULTIMATE 365 3-STRIPES PANT**, brings together fashion and functionality for the perfect on course look. Polos and layering mixed with tapered and standard fit pants ensure comfort regardless of weather conditions.

An array of stripes and colours can be found across the men's range, including the **climachill HEATHER BLOCK COMPETITION POLO** in Blast Blue, allowing golfers of all tastes to stand out on the course and in the clubhouse. The climachill technology across the range ensures maximum cooling through the use of woven titanium fibres and a mesh fabric for the ultimate breathability and can be found in a selection of polo shirts throughout the collection.



LASER CUT HOLES IN COLLAR
ADDED VENTILATION IN COLLAR
HELPS KEEP THE NECK COOL
FOR THE PRESSURE SHOTS

HEATHER BLOCK
HEATHER MATERIAL
INTEGRATED WITH climachill™
FABRIC FINELY MIXES EDGY
CHEVRON DESIGN WITH
HIGH PERFORMANCE.

SPINE STRIPE
THE ADDITIONAL PANEL
ALONG THE SPINE ALLOWS
FOR THE WEARER TO TWIST
MORE EASILY AS IT FEATURES
MORE STRETCH

Across the ladies range, a mixture of stripes and prints sit amongst key pieces with subtle branding to add flair and individuality to an outfit, without compromising on the technological advantages. The **climachill CHEVRON POLO** features anti-cling material and a feminine shape which compliments the **ULTIMATE ADISTAR BERMUDA** shorts for a bold yet classic look that is also comfortable.



The Spring/Summer 2017 range is available from 16th January, with subsequent drops in April and June, at adidas golf stockists and on www.adidas.com/golf.



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ABOUT EUROPE

About TaylorMade Golf Company

Headquartered in Carlsbad, California, TaylorMade Golf Company sells golf equipment, footwear, apparel and accessories under the TaylorMade, adidas Golf, Adams and Ashworth brands. TaylorMade Golf Company posted 2014 sales of €913 million.

About the adidas Group

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 Reebok-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.



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