



## THE ADIDAS ULTRABOOST LACELESS RETURNS IN NUDE AND BLUE COLOURWAYS

- adidas' first laceless silhouette is re-released in two new colourways inspired by runners who keep their city alive through running, no matter the time of day
- Available for online purchase globally from November 29th and in-store from December 6th, 2017

**Herzogenaurach, November 15th, 2017:** After launching the first adidas Running shoe without laces in July, the adidas UltraBOOST Laceless will get a colour update to mark the end of the 2017 running season. Celebrating each run and its ever-changing background, the new UltraBOOST Laceless colourways take inspiration from the developing sky – incorporating the powdered and neutral tones of dawn and the raw indigo blue of dusk.

adidas' constant focus on innovation and style, paired with a drive to supply the most advanced and ground-breaking technologies, has led to the creation of the UltraBOOST Laceless – a shoe specifically designed to make your running experience the most effortless yet. Sitting within adidas Running's iconic UltraBOOST footwear family, the silhouette incorporates advanced **PrimeKnit** technologies, making the removal of laces a reality, and the world-renowned BOOST™ sole which, when combined, ultimately allows the wearer to unleash their full potential in adidas' most minimalist and style-focused design to date.

adidas has broken down barriers by working closely with athletes to test and re-work its renowned **PrimeKnit** upper to create a compression fit which supports and guarantees peak performance from the wearer without the need for laces. This **sock-like fit** paired with a **collar construction** design offers the wearer a perfect fit and permits the foot to move in harmony with the silhouette. Integrated **Forged PrimeKnit** also provides midfoot support and lockdown, with Aramis expansion zones around the metatarsal flex point.

**Stephen Dobson**, Design Director, adidas Running, said: "The new colour update celebrates runners who train at any time, who never stop, who keep their city streets alive even when runners on the other side of the world are sleeping. We have drawn inspiration from these



moments by incorporating the powdered tones of dawn and the raw blue shades of dusk into the design, making the UltraBOOST Laceless a silhouette that makes each run greater.”

To find out more, please visit: [adidas.com/ultra\\_boost](https://adidas.com/ultra_boost)

*UltraBOOST Laceless have a MRRP of € 200 and will be available online from November 29th at [adidas.com/ultra\\_boost](https://adidas.com/ultra_boost) and from December 6th in-store. Follow the conversation at @adidasrunning on Instagram, Twitter and Facebook using #ultraboost.*

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