



Information

adidas Athletics introduces the first Z.N.E. Hoodie Primeknit: Made for Athletes on the Move

adidas Athletics has unveiled its latest innovation; the Z.N.E. Hoodie Primeknit, designed for optimum style and comfort for athletes on the move.

Insights from adidas athletes reveal that they live life on the move 36 hours at a time, between one game and the next, while they are packing, taking off and in a blur of transit. The destinations might change, but the needs stay the same: premium apparel, built for comfort and easy to pack, it will keep them focused.

For that reason, the Z.N.E. Hoodie Primeknit has been crafted in breathable Primeknit with pre-shaped sleeves which provide additional freedom of movement.

The Z.N.E. Hoodie Primeknit is part of a wider adidas Athletics travel collection which also includes Primeknit pants. High-level craftsmanship is evident throughout, with quality knitting techniques and premium bonding details providing a blend of aesthetic benefits to the wearer. This allows for easy styling and self-expression, on game day or any day.

Tennis champion Garbiñe Muguruza was the first athlete to experience the Z.N.E. Hoodie Primeknit. She gave an unprecedented insight into 36 hours on the move as a world class athlete, with a no holds barred takeover on her social media channels, showing the product for the first time. Follow the story at @garbimuguruza and @adidas.

Garbiñe Muguruza, world class tennis player and adidas ambassador, comments:

"I am constantly on the move, regularly travelling between countries and continents for matches. Comfort and style is therefore essential for me, so the new adidas Athletics Z.N.E. Primeknit range is the ideal travel companion."



Information

The campaign is additionally fronted by leading athletes Gareth Bale, Angelique Kerber and adidas ambassador Hannah Bronfman – all of whom spend a lot of time on the move.

The adidas Athletics Z.N.E. Hoodie Primeknit, 149,95 €, is on sale in-store on 8th November 2017 and will be available for pre-sale exclusively on adidas.com from 1st November 2017.

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

- Contact-

Markus Giering

Brand PR Style & Athletics

E-Mail: markus.giering@adidas.com

Telefon: (+49) 9132 84 - 75827