



## adidas Unveils New 2018 Australian Open Collection

- Melbourne line to be debuted on court by the world's leading tennis players including Sascha Zverev and Angelique Kerber -
- Melbourne Line inspired by the Australian Open's beach landscape -
- Available online from 3<sup>rd</sup> January -



**Herzogenaurach, Germany 3<sup>rd</sup> January 2018:** As the new tennis season starts with the Australian Open 2018, adidas reveals the latest performance collection to be worn on court by the best in the game.

The **Melbourne Line** has been designed to capture the relaxed and laid back nature of the Australian summer. Taking inspiration from Melbourne's famous coastal city landscape, adidas has created a look that works for the beach as much as the courts. The colour palette of teals and yellows mixed with the casual, slim fit silhouettes delivers a beachwear feel that stands out from traditional tennis wear.

From the men's collection, ATP no.4 Sascha Zverev will wear a yarn dyed striped tee with dotted yellow / blue ombre effect. Equipped with ClimaLite technology, which sweeps away sweat to keep players dry on court. Paired with ClimaLite stretch woven shorts with contrast colour piping at the pockets and the Ubersonic 2.0 footwear in a brand new Melbourne Line colourway.



Dominic Thiem and Jo Wilfried Tsonga will sport the Melbourne polo in semi frozen yellow, which also includes ClimaLite technology, as well as the ClimaLite stretch woven shorts in navy. Jo Wilfried Tsonga will also debut the Barricade BOOST 2018 shoe, the iconic tennis footwear franchise updated for 2018 to be the lightest Barricade shoe ever – providing outstanding support and durability, alongside the latest in BOOST innovation for endless energy return on court.

The women's collection includes a comfortable and lightweight 3 in 1 jumpsuit with mesh back, which will be worn on court by Kristina Mladenovic. Angelique Kerber will wear the Melbourne tank with braided detail on the chest and back, made from soft feeling cotton touch performance fabrics and equipped with Climacool. As well as the Melbourne Hosenrock short, with a flared fit design and Climalite technology.

Caroline Hess, apparel designer at adidas Tennis explains: "By focusing on the mood, environment and aesthetic of the city and tournament, we have been able to create a fresh approach to tennis wear with outfits that work for the beach as well as the courts. The adidas Melbourne Line also includes our industry leading technologies such as Climacool as well as UPF 20+ to ensure players are kept cool and protected in the sun."

Sascha Zverev comments: "Melbourne is one of my favourite cities. I find the beach really inspiring and love playing the Australian Open each season. The adidas Melbourne Line has a casual but unique design, with the performance technologies I need to compete in the heat of the Australian summer."

The 2018 adidas Australian Open **Melbourne Line** collection is available online from 3<sup>rd</sup> January at <http://www.adidas.com/tennis>.

**ENDS**

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Notes to editors:

### **About adidas Tennis**

adidas Tennis is represented by top players such as Angelique Kerber, Garbiñe Muguruza, Caroline Wozniacki, Tomas Berdych, Lucas Pouille, Dominic Thiem, Jo-Wilfried Tsonga and Sascha Zverev. 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](http://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.

### **About adidas by Stella McCartney**

adidas by Stella McCartney collaboration was launched in Spring/Summer 2005 and remains a unique concept for women's sports performance. The highly innovative sports performance range consists of apparel, footwear and accessory pieces in Tennis, Weekender, Running, Yoga, Training, Swim and Cycling.