




adidas

SPRING/SUMMER 2018



THE ALL NEW ADIDAS SPORTS BRAS AND TIGHTS COLLECTION



ALL ME



DON'T REST



STRONGER FOR IT

**FIND YOUR PERFECT MATCH.
COMPLETE CONTROL, COMFORT AND FREEDOM
TO MOVE FOR EVERY BODY AND ANY WORKOUT.**

ALL ME LOW SUPPORT

SUPPORT THAT'S PERFECT FOR SMALLER CUP SIZES
YOUR NUMBER ONE FOR COMFORT & FREEDOM OF MOVEMENT
ADJUSTABLE STRAPS, REMOVABLE PADS & DIFFERENT BACKS





DON'T REST MEDIUM SUPPORT

MEDIUM SUPPORT UP TO D CUPS
COMPRESSIVE CLOSE TO BODY FEEL & ANTI-BOUNCE SUPPORT
THE RACERBACK HAS GOT YOUR BACK

STRONGER FOR IT HIGH SUPPORT

A PERFECT SUPPORT SYSTEM ALSO FOR BIGGER CUP SIZES UP TO E CUPS
BUILT-IN SHAPE LIMITS BOUNCE DURING YOUR HARDEST WORKOUTS
WEAR IT YOUR WAY WITH ADJUSTABLE STRAPS



BELIEVE THIS



ULTIMATE



HOW WE DO



**WORK IT IN NEW ADIDAS TIGHTS
BUILT WITH PURPOSE.**

BELIEVE THIS

FEELS SOFT, COMFORTABLE & HUGS YOUR BODY
HIGH WAISTBAND & BEAUTIFUL CUTLINES UNDERLINE YOUR FIGURE
FLEXIBILITY IN FABRIC THAT MOVES WITH YOU THROUGH ANY POSE





ULTIMATE

FEEL STRONG & SUPPORTED IN A HIGH COMPRESSION FABRIC
FLAT LIGHTWEIGHT WAISTBAND FLATTERS YOUR SHAPE
SQUAT, TWIST, & FLEX IN NO-SHOW FABRIC

HOW WE DO

FEEL FAST & SUPPORTED IN A TIGHT LIGHTWEIGHT FABRIC
HIGH RISE BACK & DRAWSTRING WAISTBAND KEEPS YOU COVERED
REFLECTIVE DETAILS & A ZIPPER POCKET FOR SAFETY



MONTHLY STORIES



2017

DECEMBER

CHINAE ALEXANDER

ALL ABOUT ME - TIS THE SEASON TO STAY ON TRACK

THE MONTH OF DECEMBER IS A SERIES OF DISTRACTIONS. OUR ATHLETE IS TOASTING AT HOLIDAY PARTIES, SHOPPING FOR LOVED ONES, TRAVELING AND ENJOYING THE OCCASIONAL COOKIE OR TWO THAT'S OFFERED TO HER (AS SHE SHOULD!). WHILE SHE'S ENJOYING THE HOLIDAYS THOUGH, SHE ALSO WANTS TO STICK WITH WHAT BRINGS HER JOY: HER WORKOUT ROUTINE.

LET'S SHOW HER HOW TO STAY ON TRACK WITH NO-EQUIPMENT WORKOUTS THAT MOTIVATE HER WHEN SHE'S FEELING OVERWHELMED WITH THE SEASON.



DECEMBER / CHINAE ALEXANDER




ALL ME SEAMLESS HEATHER BRA CD8372
THE BELIEVE THIS HIGH RISE SOLID TIGHT CW0489
Z.N.E. SUPERSHELL JACKET CY3542
FAVOURITE TOTE BAG CF3997
CRAZYTRAIN PRO CG3482



ALL ME SEAMLESS HEATHER BRA CD8372
THE BELIEVE THIS HIGH RISE SOLID TIGHT CW0489
CRAZYTRAIN PRO CG3482





2018

JANUARY

JULIE “JAWS” NELSON

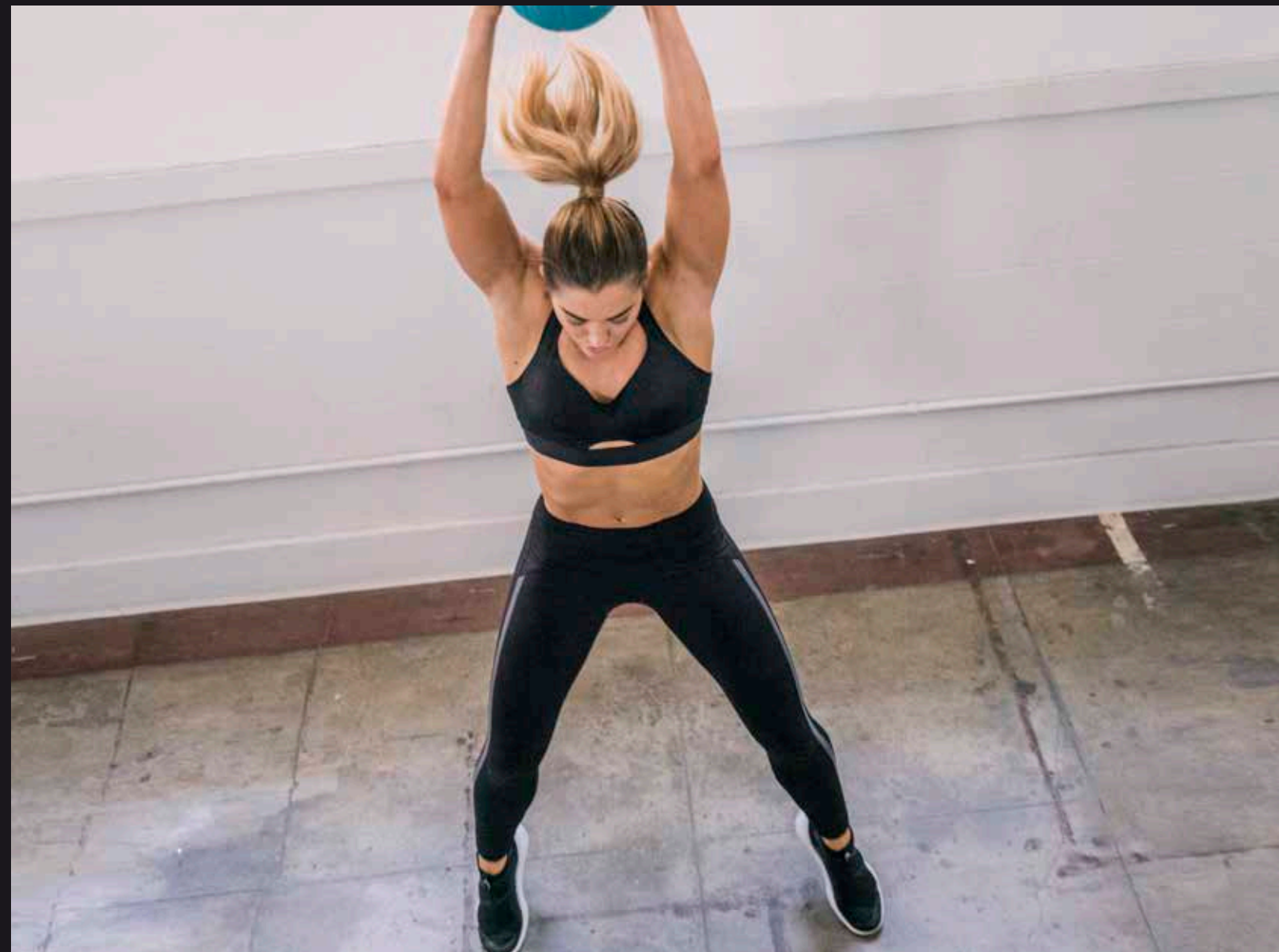
CELEBRATE THE NOW - THE MORE, THE MERRIER

WITH OR WITHOUT A JANUARY 1ST GOAL, OUR ATHLETE ALREADY HAS A PLAN. SHE'S WORKING TOWARDS. BECAUSE OF IT, SHE DOESN'T NEED MOTIVATION TO SET NEW YEAR'S GOALS, SHE NEEDS NEW SOLUTIONS TO SEE HER FRIENDS. RATHER THAN MEETING FOR THE STANDARD DINNER AND DRINKS, WE'LL SHOW UNIQUE, ATHLETIC WAYS TO SOCIALIZE WITH LOVED ONES.



STRONGER FOR IT SOFT GRAPHIC BRA CF6570
PERFORMANCE CREW SWEATSHIRT CD3067
BELIEVE THIS HIGH RISEMESH SOLID TIGHT CW0490
PUREBOOST X TR 3.0 CG3524

JANUARY / JULIE "JAWS" NELSON



STRONGER FOR IT SOFTGRAPHIC BRA CF6570
KNOT TANK CF3817
BELIEVE THIS HIGH RISE MESH SOLID TIGHT CW0490
PUREBOOST X TR 3.0 CG3524





2018

FEBRUARY

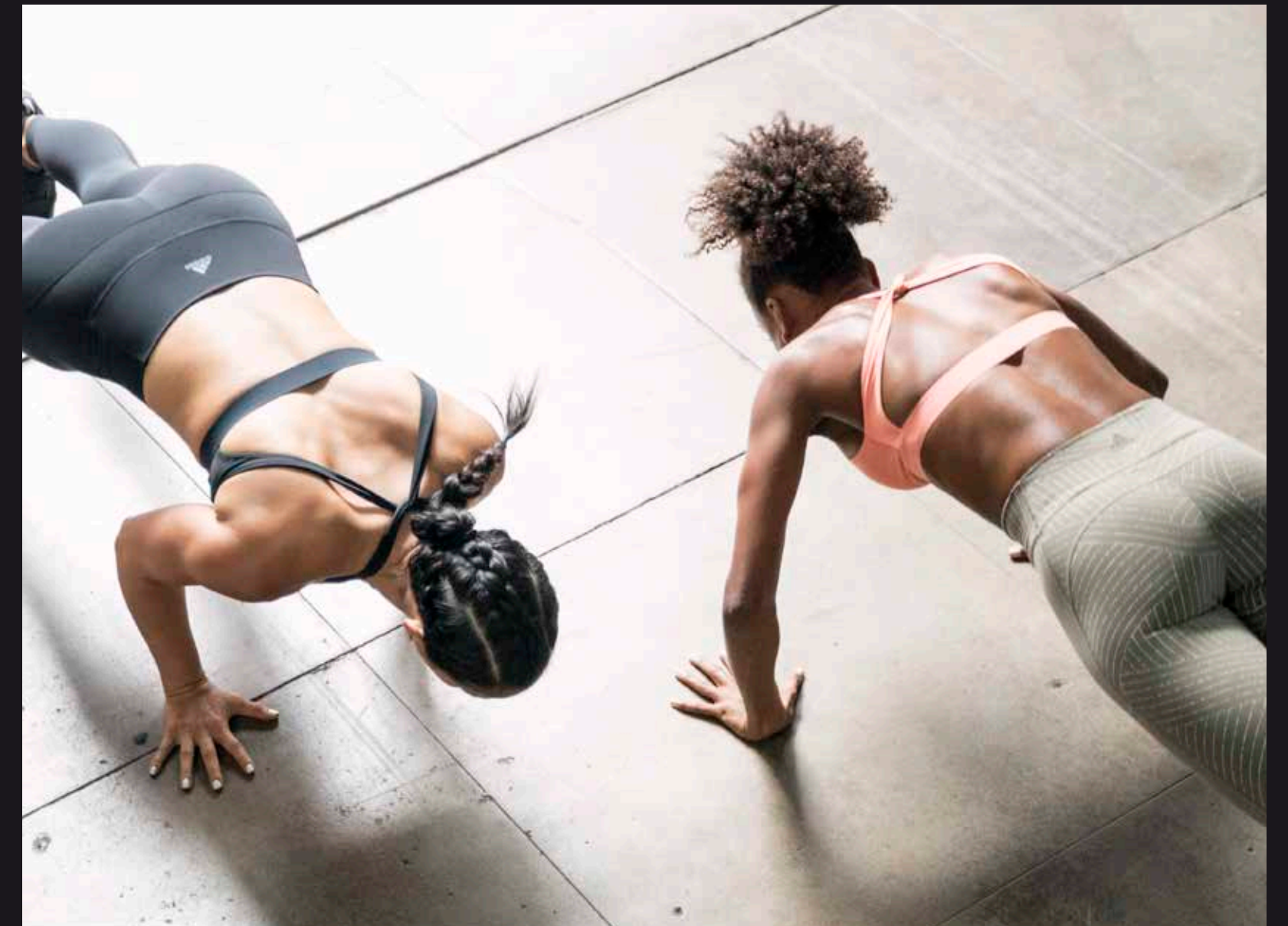
MEAGAN KONG + DANIELLE ACOFF

BUDDY UP - KEEP YOU HONEST

KIRSY AND MEAGAN KNOW STRENGTH IN NUMBERS. THEIR INSTAGRAM ACCOUNTS OFTEN HIGHLIGHT THEIR WORKOUT BUDDIES WHO NOT ONLY MAKE THEIR WORKOUT MORE FUN, BUT KEEP THEM ACCOUNTABLE.



FEBRUARY / MEAGAN KONG + DANIELLE ACOFF



ALL ME BRA CD6394
BELIEVE THIS HIGH RISE SOLID TIGHT CW0489
ALL ME BRA CF6571
BELIEVE THIS REGULAR RISE YOGA TIGHT CV8429



ALL ME BRA CD6394
BELIEVE THIS HIGH RISE SOLID TIGHT CW0489
FREELIFT AEROKNIT TEE CF3921
PUREBOOST X TR 3.0 CG3528
ALL ME BRA CF6571
BELIEVE THIS REGULAR RISE YOGA TIGHT CV8429
PUREBOOST X TR 3.0 CG3529

2018

MARCH

ADRIENNE HERBERT

DON'T WAIT - EXPLORE YOUR CITY

THEY SAY THE BEST WAY TO EXPLORE A NEW CITY IS BY FOOT. WHETHER SHE'S TRAVELING OR
HAVING A STAYCATION, LET'S GET HER TO LACE UP AND TRY NEW RUNNING ROUTES AT HOME AND BEYOND.



MARCH / ADRIENNE HERBERT



ID GLORY HOODIE CF2668
HOW WE DO TIGHT CG1113
ULTRABOOST X BB6155

MARCH / ADRIENNE HERBERT



DON'T REST TECH BRA CE0760
ID GLORY HOODIE CF2668
HOW WE DO TIGHT CG1113
ULTRABOOST X BB6155





2018

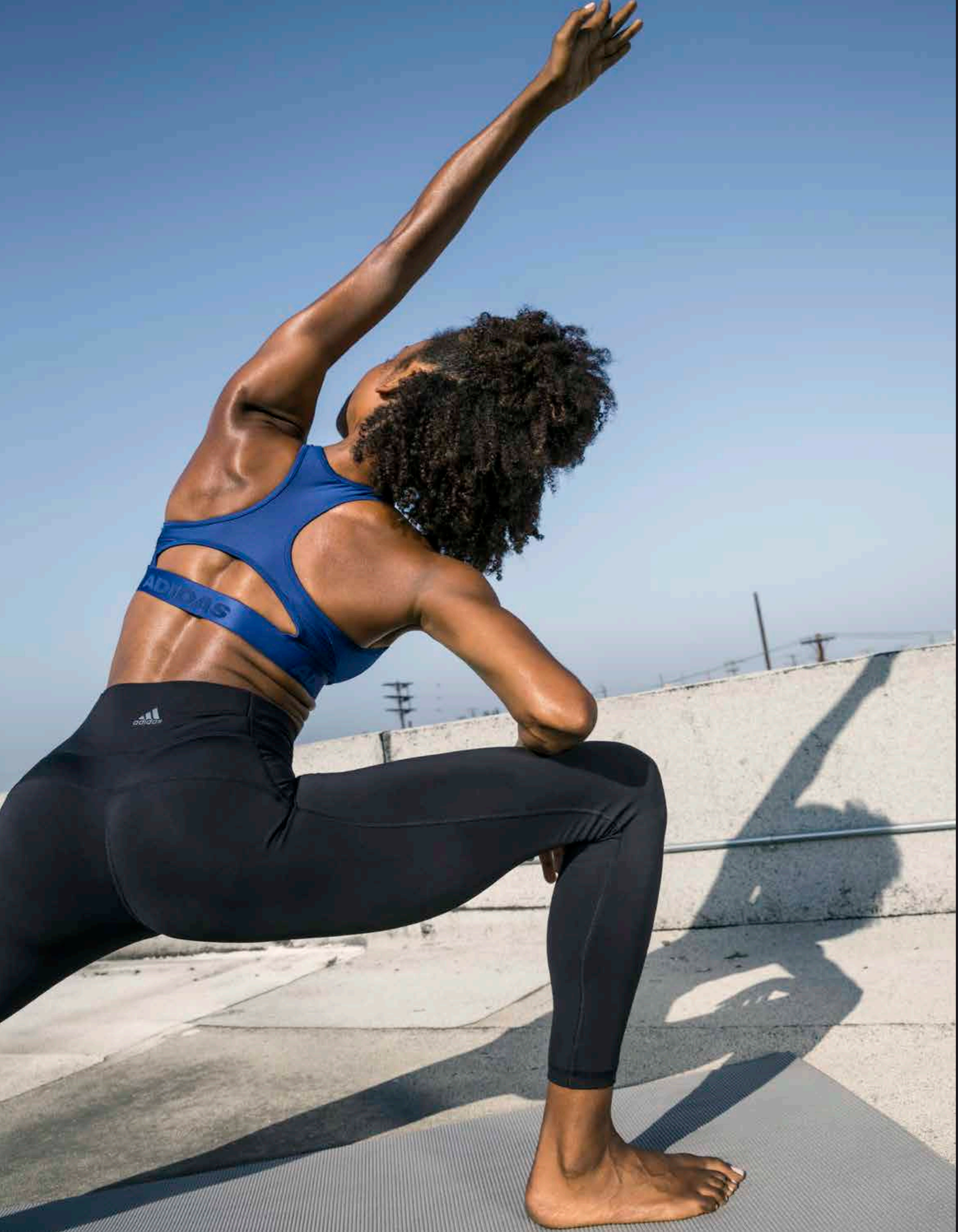
APRIL

DANIELLE ACOFF

GET OUT IN THE REAL WORLD - TAKE IT OUTSIDE

THE DAYS ARE GETTING LONGER AND THE PROMISE OF NICER WEATHER IS BRINGING OUR ATHLETE OUTSIDE.

WITH THAT IN MIND, WE'LL GET HER EXCITED TO MOVE BEYOND THE GYM AND STUDIO, AND INTO THE
OUTDOORS FOR YOGA AND TRAINING SESSIONS.



APRIL / DANIELLE ACOFF



DON'T REST TECH BRA CE3932
BELIEVE THIS HIGH RISE SOLID TIGHT CW0489





DON'T REST TECH BRA CE3932
ID MESH TEE CD4664
BELIEVE THIS HIGH RISE SOLID TIGHT CW0489



A black and white photograph of two women, Meagan Kong and Adrienne Ldn, high-fiving in front of a wall with peeling paint. Meagan Kong is on the left, wearing a dark sports bra and leggings, holding a jump rope. Adrienne Ldn is on the right, wearing a light-colored sports bra and dark leggings. The image has a gritty, urban feel with the peeling paint on the wall adding texture.

2018

MAY

MEAGAN KONG + ADRIENNE LDN

LIMITLESS - POSITIVITY IS CONTAGIOUS

DO YOU SMELL THAT IN THE AIR? PURE OPTIMISM. WITH SUMMER RIGHT AROUND THE CORNER, OUR ATHLETE IS IN THE FRAME OF MIND TO EMBRACE THE GOOD VIBES. LET'S CELEBRATE HER WILLINGNESS TO BE MORE OPEN, WHETHER IT'S NEW EXPERIENCES, A NEW FRAME OF MIND, AND MAYBE EVEN A NEW PAIR OF BRAS AND TIGHTS.

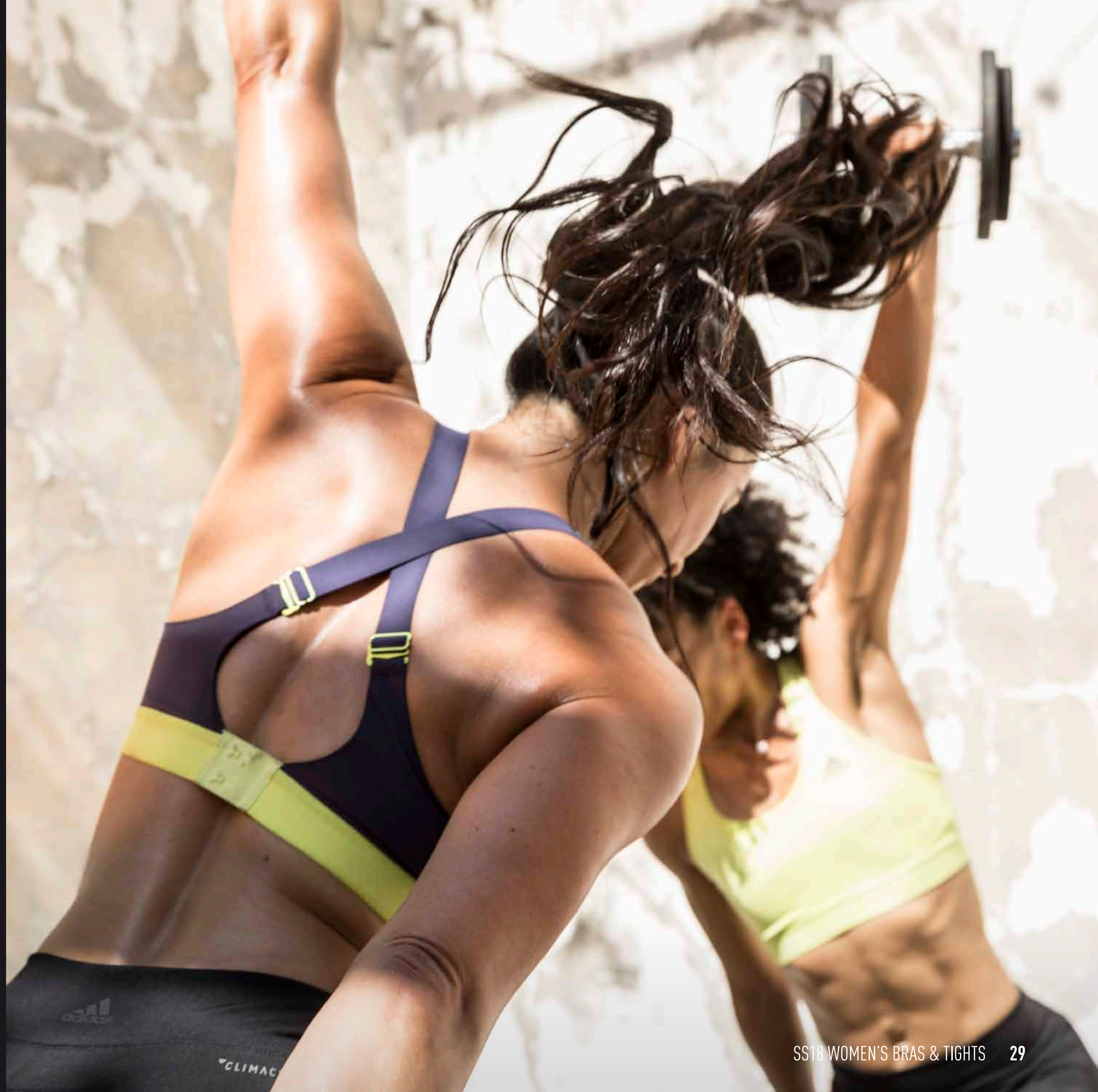
MAY / MEAGAN KONG + ADRIENNE LDN



STRONGER FOR IT SOFT BRA CE2592
DON'T REST SPORT BRA CE0787
BELIEVE THIS REGULAR RISE CHILL TIGHT CD3130
PUREBOOST X CLIMA BB6089



STRONGER FOR IT SOFT BRA CE2592
DON'T REST SPORT BRA CE0787
BELIEVE THIS REGULAR RISE CHILL TIGHT CD3130
PUREBOOST X CLIMA BB6089





BRAND – ADIDAS

BRAND MARKETING – LISANN COSTELLO, ISABELLA WOLF, JESSIE BADAL, HEATHER TURNBULL

PHOTOGRAPHY – LOTTE VAN RAALTE, JENNA ST. MARTIN

CREATIVE DIRECTION – RENEA TANNER, KIM WINDERMAN, COLEEN MCCLAIN

STYLING – NIKKI GRATTAN

MAKE UP – MELISSA MURDICK

HAIR – HAILEY ADICKES

@ADIDASWOMEN