

### **NEW ADIDAS ALPHASKIN PERFORMANCE LAYER DITCHES DISTRACTIONS TO HELP ATHLETES RAISE THEIR GAME**

- **adidas Alphaskin is wrapped around the moving body to follow the direction of athletes' movements.**
- **The new design eliminates distracting seams to help athletes focus on their performance in competition and training.**
- **Alphaskin is available in a range of compression levels to meet the needs of all athletes.**



**Herzogenaurach, GERMANY (January 12, 2018)** – Today adidas revolutionizes base layer technology to empower athletes in training and competition with the launch of Alphaskin.

While today's athletes reach unprecedented peaks of performance, they also require unprecedented levels of focus. The kinetic wrapped design of adidas Alphaskin eliminates unwanted distractions by moving with the critical areas of athletes in motion.

Unlike traditional base layers, each section of Alphaskin is carefully constructed to match the body's movements in sport. By removing unnatural friction between the fabric and skin, athletes wearing Alphaskin are able to fully focus on delivering in training and competition.

Rob Lee, Vice President of design for adidas Training said: "We're committed to creating only the best for athletes and that's exactly what we've done with the disruptive design of Alphaskin. After taking a deep dive into their movements, needs and culture, we created a performance layer that keeps up with all of those elements."

Alphaskin was made to enable and move with athletes' bodies while they compete or train and help eliminate the unwanted distractions of base layers from the past. By using our highly advanced ARAMIS system instead of a traditional static mannequin for testing, we were able to understand how to make Alphaskin and athlete's bodies move as one. This allowed us to create a wrapped performance layer that truly dials into the movements of athletes across all sports."

Alphaskin offers kinetic wrapping in a range of compression levels that suit each athlete's personal preference.

#### **ALPHASKIN 360**

- Alphaskin's highest compression for a locked-in feel.
- Flat, bonded reflective seams provide a distraction-free fit.

#### **ALPHASKIN TECH**

- Mid-level compression for a secure feel.
- Sleek design delivers a flattering, supportive fit.
- Features CLIMACHILL technology to keep athletes super cool and dry.

#### **ALPHASKIN SPORT**

- Light compression for a supportive feel.
- Features CLIMACOOOL technology to keep athletes cool and dry.

To join the Alphaskin conversation use #Alphaskin and visit [instagram.com/adidas](https://www.instagram.com/adidas)

To learn more about raising your game and ditching distractions with Alphaskin visit [www.adidas.com/Alphaskin](https://www.adidas.com/Alphaskin)

**ENDS**

#### **About adidas**

adidas is a global designer and developer of athletic and lifestyle footwear, apparel and accessories with the mission to be the best sports brand in the world. As an innovation and design leader, adidas engineers the best in high-performance products to make athletes better, faster and stronger and creates a range of classic and fresh lifestyle and high-fashion line.