

adidas TERREX
Fall / Winter '18

FALL/WINTER 2018 PRESS KIT

THIS IS WINTER '18, THIS IS ADIDAS TERREX.

We're the creator brand in the outdoors. We make rules. We innovate.

How? Take the new Parley Ocean Plastic™ 3L Jacket – a fully featured waterproof mountain jacket made from upcycled plastic waste.

How? Take the updated Climaheat Agravic down jacket and vest – made with Pertex® Quantum®.

How? Take the TERREX FAST GTX® SURROUND – a technical fast hiking shoe featuring Continental rubber outsole for 32% more grip and a specific EVA midsole for enhanced breathability.

We Run. We Hike. We Climb. We Bike. We Ski-tour.

This is winter, this is our playground.

We're here to create through the ups and downs.

#heretocreate

MULTIMOUNTAIN

MEN:

1. TERREX PARLEY 3 LAYER JACKET RRP €250

How do you turn pollution into performance? adidas' partnership with Parley for the Oceans integrates eco-innovation into design, in a move that benefits both athletes and the ocean.

adidas TERREX is working with Parley for the Oceans to transform plastic waste into high-performance sportswear by upcycling plastic collected on shorelines and in coastal areas. By transforming this waste into technical materials, we are preventing plastic from entering the ocean and creating change that drives long-term solutions.

Parley for the Oceans' innovative technical yarn is used in this versatile, fully-featured waterproof 3L jacket (10,000 mm waterproof column) with a membrane that provides optimal breathability and comfort. The outer shell fabric is made of Parley Ocean Plastic™, and expresses an eco-innovative approach in the outdoors. New for F18, this highlight multi-sport rain jacket features reduced seam construction providing supreme protection from rain, wind and snow. The feature set includes a fully adjustable, helmet compatible hood, two external chest pockets and two side ventilation zipper pockets. Bonded velcro cuff closures and adjustable hem complete the package on this new slim-fit jacket that weighs in at just 500g (men's medium).

[Click here for product photography.](#)

2. TERREX STOCKHORN FLEECE JACKET RRP €100

All-mountain activity fleece featuring Climawarm technology with four-way stretch construction. The innovative grid fleece structure traps more warmth than a normal brushed fleece backside, offering increased resistance and durability without sacrificing breathability.

[Click here for product photography.](#)

3. TERREX MULTI PANTS RRP €100

Made for versatile mountain sports activities, our multi-purpose hiking pants are the perfect partner for outdoor adventures. Four-way stretch soft shell material allows enhanced freedom of movement. An elastic waistband with drawcords provide improved fit and comfort. Accessible features include belt loops, an adjustable hem and two side pockets with zips. An all-time favourite piece for diverse mountain sports activities in a regular fit, at a lightweight 333g.

[Click here for product photography.](#)

4. TERREX FAST GTX® SURROUND® (RRP MID GTX €180/ LOW GTX €160)

When you're in the zone, why stop? The TERREX FAST GTX® SURROUND® takes you from fast hike to trail run seamlessly. Designed with GORE-TEX® SURROUND® technology for 100% waterproof protection and 360 degrees of breathability – perfect for fast-paced, multi-mountain activities.

GORE-TEX® Surround® keeps feet dry and comfortable in cold, moderate and warmer conditions. Ventilation through the midsole sidewall with closed outsole and GORE-TEX® Extended Comfort Footwear membrane ensures breathability. The midsole design has an engineered foot bed with a totally new ventilation channel pattern under the foot, ergonomically placed to offer both optimal cushion and climate comfort. Lightweight and flexible, they feature an abrasion-resistant textile upper with protective weldings, perfect for fast hiking tours that could turn into short trail runs with a small backpack.

The outsole features Continental rubber with a dynamic lug profile for 32% more grip compared to competitors. Speed Lacing for fast lacing, snug fit and an EVA tongue top for extra comfort and lace pressure distribution complete this shoe.

[Click here for product photography.](#)

5. TERREX SOLO 40 LIGHTWEIGHT RRP €150

This multi-activity backpack is made with durable, water-resistant materials and comes with an ergonomic pre-shaped backplate for exceptional fit and load distribution. A moulded Climacool backpanel with ventilation channels ensures improved airflow, while anatomically shaped hip fins ensure a secure fit and comfort.

[Click here for product photography.](#)

WOMEN:

1. TERREX PARLEY 3 LAYER JACKET RRP €250

How do you turn pollution into performance? adidas' partnership with Parley for the Oceans integrates eco-innovation into design, in a move that benefits both athletes and the ocean.

adidas TERREX is working with Parley for the Oceans to transform plastic pollution into high-performance sportswear by upcycling plastic collected on shorelines and in coastal areas. By transforming this waste into technical materials, we are preventing plastic from entering the ocean and creating change that drives long-term solutions.

Parley for the Oceans' innovative technical yarn is used in this versatile, fully-featured waterproof 3L jacket (10,000 mm waterproof column) with a membrane that provides optimal breathability and comfort. The outer shell fabric is made of Parley Ocean Plastic™, and expresses an eco-innovative approach in the outdoors. New for F18, this highlight multi-sport rain jacket features reduced seam construction providing supreme protection from rain, wind and snow. The feature set includes a fully adjustable, helmet compatible hood, two external chest pockets and two side ventilation zipper pockets. Bonded velcro cuff closures and adjustable hem complete the package on this new slim-fit jacket that weighs in at just 488g (women's small).

[Click here for product photography.](#)

2. TERREX STOCKHORN FLEECE JACKET RRP €100

All-mountain sport activity fleece featuring Climawarm technology with four-way stretch construction. The innovative grid fleece structure traps more warmth than a normal brushed fleece backside, offering increased resistance and durability without sacrificing breathability.

[Click here for product photography.](#)

3. TERREX MULTI PANTS RRP €100

Made for versatile mountain sports activities, our multi-purpose hiking pant is the perfect partner for outdoor adventures. Four-way stretch soft shell material allows enhanced freedom of movement. An elastic waistband with drawcords provides improved fit and comfort. Accessible features include belt loops, an adjustable hem and two side pockets with zips. An all-time favourite piece for diverse mountain sports activities in a regular fit, at a light 333g.

[Click here for product photography.](#)

4. TERREX FAST GTX® SURROUND® (RRP MID GTX €180/ LOW GTX €160)

When you're in the zone, why stop? The TERREX FAST GTX® SURROUND® takes you from fast hike to trail run seamlessly. Designed with GORE-TEX® SURROUND® technology for 100% waterproof protection and 360 degrees of breathability – perfect for fast-paced, multi-mountain activities.

GORE-TEX® Surround® keeps feet dry and comfortable in cold, moderate and warmer conditions. Ventilation through the midsole sidewall with closed outsole and GORE-TEX® Extended Comfort Footwear membrane ensures breathability.

The midsole design has an engineered foot bed with a totally new ventilation channel pattern under the foot, ergonomically placed to offer both optimal cushion and climate comfort.

Lightweight and flexible, they feature an abrasion-resistant textile upper with protective weldings, perfect for fast hiking tours that could turn into short trail runs with a small backpack.

The outsole features Continental rubber with a dynamic lug profile for 32% more grip compared to competitors. Speed Lacing for fast lacing, a snug fit and an EVA tongue top for extra comfort and lace pressure distribution complete this shoe.

[Click here for product photography.](#)

5. DAYPACK RRP €80

An extremely lightweight yet durable backpack, the TERREX daypack provides incredible functionality and comfort. adidas' Climacool shoulder straps and back panels make the backpack super comfortable for outdoor activities. Features include fleece lined sunglasses pocket and mesh pockets for water bottles and an optional hydration bladder can be added inside the backpack. Handy drawcords on the front allow you to strap your jacket while hiking.

[Click here for product photography.](#)

WINTER TRAIL RUNNING

MEN:

1. TERREX CLIMAHEAT DOWN JACKET RRP €350

The TERREX Climaheat Down is our most innovative jacket to date, with incredible attention to detail going into every stage of the design process to deliver a piece that is packed with clever features. A patent-pending heat seal baffle construction provides improved heat retention and gives a distinctive new quilting pattern. The RDS certified water-resistant 90/10 HyperDRY™ Goose Down goose down filling, combined with 800FP light Pertex® Quantum® fabric ensure it's the warmest down jacket out there whilst maintaining an incredibly light 25g per sq m fabric, boasting one of the most impressive weight-to-warmth ratios on the market. Two side zipper pockets keep your belongings safe, while the jacket neatly packs into its own pocket. Topped off with elastic cuff bindings, adjustable hood and heat seals on the collar and cuffs, you'll keep warm even in the coldest conditions. Weight 452g (men's medium).

[Click here for product photography.](#)

2. TERREX AGRAVIC ALPHA HOODED SHIELD RRP €150

One of our ultimate highlight pieces, this multi-functional trail running-inspired Alpha Hooded Shield is not just your average wind jacket. The functional hybrid construction with Polartec® Alpha® insulation

in the front offers great warmth, while the Pertex® Quantum® woven adds great lightweight durability and added weather protection. Body mapping mixed material construction offers versatility and optimal moisture management. Features include an adjustable hem, two hand pockets and a pack-it pocket.

[Click here for product photography.](#)

3.TERREX AGRAVIC LONGSLEEVE RRP €120

Combining the comfort and warmth of a base layer with protection against the harshest of weather conditions for fast paced activities, the Agravic LS features a hybrid body construction. Polartec® Alpha® insulation and our Polartec® Power Grid® fleece material make this a very lightweight product offering great insulation with impressive moisture management. A 1/2 zip is another addition this season for versatile ventilation when you need it.

[Click here for product photography.](#)

4.TERREX AGRAVIC TRAIL RUNNING TIGHTS RRP €70

This new hybrid tight is the perfect companion to winter trail runs. Woven material at the front provides wind protection and warmth in this highlight piece. With its body mapping concept and pre-shaped knees, the Agravic tight boasts a combination of materials that offer better protection at areas where it is needed. Features reflective zips for visibility and a security back pocket with a zip keeps belongings safe.

[Click here for product photography.](#)

5.TERREX AGRAVIC SHORTS RRP €80

Breathable and quick drying, these men's high performance outdoor shorts provide excellent moisture management and athletic comfort thanks to active four-way-stretch fabric and a bonded construction. The wind and water resistant woven material offers optimal protection. Perfect pocket configuration keeps energy gels secure yet easy to access. An elastic adjustable waistband for perfect fit and comfort completes the package, weighing a light 75g.

[Click here for product photography.](#)

6.TERREX AGRAVIC XT GTX RRP €180

For endless energy on mountain runs, push your limits with BOOST™ energy return. BOOST™ is our most responsive cushioning ever: the more energy you give, the more you get. These men's trail running shoes are built for trail adaptation, with a sturdy textile upper and protective TPU overlays. The breathable GORE-TEX® membrane keeps feet dry through wet weather. The XT (Extreme Terrain) is built for all conditions, and on and off trail exploring. The Continental rubber outsole is designed for ultimate grip on the trails - up to 32% more grip on a variety of different surfaces than other brands. The only shoe on the market at this price point that combines GTX with benefits of Continental and BOOST™, the rubber outsole design is inspired by the Continental MTB tyre 'The Kaiser Project'. A BOOST™ midsole offers high adaptability on rocky surfaces and the perfect balance of energy return. A GORE-TEX® extended comfort membrane keeps feet dry (100%PES), while outdoor specific EVA

frames with extended side wings give extra stability. Abrasion resistant weldings for protection complete the shoe, with a heel/forefoot drop of 6mm.

[Click here for product photography.](#)

WOMEN:

1.TERREX CLIMAHEAT DOWN JACKET RRP €350

The TERREX Climaheat Down is our most innovative jacket to date, with incredible attention to detail going into every stage of the design process to deliver a piece that is packed with clever features. A patent-pending heat seal baffle construction provides improved heat retention and gives a distinctive new quilting pattern. The RDS certified water-resistant 90/10 HyperDRY™ Goose Down goose down filling, combined with 800FP light Pertex® Quantum® fabric ensure it's the warmest down jacket out there whilst maintaining an incredibly light 25g per sq m fabric, boasting one of the most impressive weight-to-warmth ratios on the market. Two side zipper pockets keep your belongings safe, while the jacket neatly packs into its own pocket. Topped off with elastic cuff bindings, adjustable hood and heat seals on the collar and cuffs, you'll keep warm even in the coldest conditions. Weight 360g (women's small).

[Click here for product photography.](#)

2.TERREX AGRAVIC ALPHA HOODED SHIELD RRP €150

One of our ultimate highlight pieces, this multi-functional trail running-inspired alpha hooded shield is not just your average wind jacket. The functional hybrid construction with Polartec® Alpha® insulation in the front offers great warmth, while the Pertex® Quantum® Air stretch woven adds great lightweight durability and added protection. Body mapping mixed material construction offers versatility and optimal moisture management. Features an adjustable hem, two hand pockets and a pack-it pocket.

[Click here for product photography.](#)

3.TERREX AGRAVIC LONGSLEEVE RRP €120

Combining the comfort and warmth of a base layer with protection against the harshest of weather conditions for fast paced activities, the Agravic LS features a hybrid body construction. Polartec® Alpha® insulation and our Polartec® Power Grid® fleece material make this a very lightweight product offering great insulation with impressive moisture management. A 1/2 zip is another addition this season for versatile ventilation when you need it.

[Click here for product photography.](#)

4.TERREX AGRAVIC TRAIL RUNNING TIGHTS RRP €80

This new hybrid tight is the perfect companion to winter trail runs. Woven material at the front provides wind protection and warmth in this highlight piece. With its body mapping concept and pre-shaped knees, the Agravic tight boasts a combination of materials that offer better protection at areas where it is needed. Features reflective zips for visibility and a security back pocket with a zip keeps belongings safe.

[Click here for product photography.](#)

5. TERREX AGRAVIC SHORTS RRP €80

Breathable and quick drying, these women's high performance outdoor shorts provide excellent moisture management and athletic comfort thanks to active four-way-stretch fabric and a bonded construction. The wind and water resistant woven material offers optimal protection. Perfect pocket configuration keeps energy gels secure yet easy to access. An elastic adjustable waistband for perfect fit and comfort completes this regular fit short, weighing a light 72g.

[Click here for product photography.](#)

6. TERREX AGRAVIC XT GTX® RRP €180

For endless energy on mountain runs, push your limits with BOOST™ energy return. BOOST™ is our most responsive cushioning ever: the more energy you give, the more you get. These women's trail running shoes are built for trail adaptation, with a sturdy textile upper and protective TPU overlays. The breathable GORE-TEX® membrane keeps feet dry through wet weather. The XT (Extreme Terrain) is built for all conditions, and on and off trail exploring. The Continental rubber outsole is designed for a ultimate grip on the trails- up to 32% more grip on a variety of different surfaces than competitor brands. The only shoe in the market at this price point that combines GTX with benefits of Continental and BOOST™, the rubber outsole design is inspired by the Continental MTB tyre 'The Kaiser Project, reflecting a truly multi-sport approach. A BOOST™ midsole offers high adaptability on rocky surfaces and the perfect balance energy return. A GORE-TEX® extended comfort membrane keeps feet dry (100%PES), while outdoor specific EVA frames with extended side wings give extra stability. Abrasion resistant weldings for protection complete the shoe, with a heel/forefoot drop of 6mm.

[Click here for product photography.](#)

SKI TOURING

MEN:

1. TERREX ICESKY LONGSLEEVE RRP €80

When conditions get tough, you need layers that will perform so you can keep pushing your limits. The Icesky long-sleeve features a Climawarm fabric that wicks moisture away from skin and keeps you comfortable during your activity. The half zip construction allows ventilation when needed. The eye-catching graphic keeps you stylish whilst offering the functionality you expect from adidas TERREX.

2. TERREX AGRAVIC ALPHA VEST RRP €120

The Agravic vest was based on our Agravic non-hooded jacket, adding another member to our Agravic family. The newest piece works flawlessly with its counterparts, combining Polartec® Alpha® and Pertex® Quantum® Air technology. Chest pack-it pocket and high collar construction make the TERREX Agravic Alpha vest perfect for multi-functional activities. Hybrid body mapping construction offers the best possible protection a lightweight jacket can give. The vest offers both insulation & optimal moisture management, providing warmth without weight, breathability and insulation when wet.

3.TERREX SKYRUNNING PANTS RRP €80

Designed for fast ski-touring this lightweight pant features a windproof and water-resistant front. Featuring Climawarm technology and leg openings for ski boots, pre-shaped knees and an elastic waistband, these highly functional pants provide the ultimate flexibility. The slim cut ensures an athletic fit.

4.TERREX PATHMAKER RRP €160

An urban take on the classic hiking look, these winter hiking boots give you the unparalleled energy return of BOOST™. BOOST™ is our most responsive cushioning ever: the more energy you give, the more you get. An EVA frame gives support and stability, while a moulded collar offers unparalleled comfort. The STEALTH® outsole offers unbeatable grip on dry ground, as well as snow and icy trails. Combining PrimaLoft® insulation and Climawarm technology, this shoe will keep feet warm and dry at all times. A synthetic leather upper makes for impressive protection but also easy clean-up when you're done for the day.

5.TERREX BC25 RRP €150

The TERREX Backcountry 25 litre backpack is the ultimate pack for any backcountry activity. It features multiple carrying solutions for skis and snowboards, a goggle pocket and specific pockets for avalanche gear. The moulded Climacool back panel and a pre-shaped back plate makes the backpack very comfortable for heavy up-tracking and fluid descents.

WOMEN:

1.TERREX ICESKY LONGSLEEVE RRP €80

When conditions get tough, you need layers that will perform so you can keep pushing your limits. The Icesky longsleeve features a Climawarm fabric that wicks moisture away from skin and keeps you comfortable during your activity. The half zip construction allows ventilation when needed. A soft graphic makes this piece a real eye-catcher, keeping you stylish while offering functionality you expect from adidas TERREX.

2.TERREX AGRAVIC ALPHA VEST RRP €120

The Agravic vest was based on our Agravic non-hooded jacket, adding another member to our Agravic family. The newest piece works flawlessly with its counterparts, combining Polartec® Alpha® and Pertex® Quantum® Air technology. A chest pack-it pocket and high collar construction make the TERREX Agravic Alpha vest perfect for multi-functional activities. Hybrid body mapping construction offers the best possible protection a lightweight jacket can give. The vest offers both insulation & optimal moisture management, providing warmth without weight, breathability and insulation when wet.

3.TERREX SKYRUNNING PANTS RRP €80

Designed for fast ski-touring this lightweight pant features a windproof and water-resistant front. Featuring Climawarm technology and leg openings for ski boots, pre-shaped knees and an elastic waistband, these highly functional pants provide the ultimate flexibility. The slim cut ensures an athletic fit.

4. TERREX PATHMAKER RRP €160

An urban take on the classic hiking look, these women's outdoor boots give you the unparalleled energy return of BOOST™. BOOST™ is our most responsive cushioning ever: the more energy you give, the more you get. An EVA frame gives support and stability, while a moulded collar offers unparalleled comfort. The STEALTH® outsole offers unbeatable grip on dry ground, as well as snow and icy trails. Combining PrimaLoft® insulation, Climaproof and Climawarm technologies, this shoe will keep feet warm and dry at all times. A synthetic leather upper makes for impressive protection but also easy clean-up when you're done for the day.

[Click here for product photography.](#)

PROMISE TO THE PLANET

Sustainability isn't just about performance. It's doing what's right. By including more eco - friendly elements into our products and practices, adidas is making a commitment to a better future for our planet.

SAVING WATER

Water is life, yet for too long we've acted without enough regard to the health and sustainability of our rivers and oceans. Through a commitment to water efficiency, quality, and accessibility, adidas is channelling a new way forward. By 2020, adidas will achieve 20% water savings with strategic suppliers, 35% water savings per employee at our own sites, and 50% savings at apparel material suppliers. Our commitment doesn't stop there. We are constantly imagining new solutions to save and provide clean water to our communities.

Oceans inspire the imagination and bring joy to the soul. Over 70% of the earth's surface is covered by ocean. At least 97% of all water on earth is in the ocean, and 70% of the oxygen we breathe is produced by marine plants. Protecting the ocean means protecting life itself, and our planet's future.

Many plastic products that we use end up in the oceans. The greatest challenges, however, are often the greatest opportunities disguised. This is why adidas partners with Parley for the Oceans, a network of artists, designers, scientists, activists, brands, NGOs and environmental professionals, dedicated to raising awareness for the beauty and fragility of the oceans and collaborating to end their destruction. We are working with Parley for the Oceans to bring eco-innovation into high performance sportswear by upcycling plastic that is intercepted on shorelines and in coastal areas to make new products. By collecting plastic we are preventing it from entering the ocean and creating change that drives long-term solutions. Spinning the problem into progress, the threat into thread, this is performance with purpose.

PARLEY A.I.R

The Parley for the Oceans A.I.R. strategy encourages us to:

- Avoid plastic wherever possible;
- Intercept plastic waste; and
- Redesign the plastic economy.

We've embraced these tenets through a commitment to using no plastic retail bags, or microbeads, and working to decrease our use of virgin plastic. We're driving eco-innovation around new materials, methods, and mindsets that will build a better future.

About adidas TERREX

adidas TERREX is the creator brand in the outdoors. We exist to inspire those who shape their own path in the outdoors. Those who unleash their imagination and progress beyond their expectations – be it climbing, trail running, mountain biking or multi-mountain sports.

We do this by striving for new, innovative design solutions, made possible by integrating adidas' own technologies as well as the finest materials from partners including Pertex®, GORE-TEX®; PrimaLoft®; Polartec® for apparel; and Stealth® and Continental rubber for foot wear.

We are proud to count outstanding athletes as Sasha Di Giulian, Shauna Coxsey, Benjamin Bublak, Martin Söderström, Kai Lightner, Nina Williams, Luis Alberto Hernando and the Huber Buam in our family. We are a long-standing title sponsor for adidas ROCKSTARS, the contest for the international bouldering elite and are excited to be bringing a sustainable new trail running concept to life with [Infinite Trails](#), a world championship event that brings together grassroots runners and elite athletes.

GLOBAL PR CONTACTS

BASTIAN JUNG
bastian.jung@adidas.com
+49 9132 84 75462

#ADIDASTERREX
[@adidasterrex](#)
adidas.com/terrex