



adidas **TERREX**

# ADIDAS AND PARLEY FOR THE OCEANS

**NEW TRAIL RUNNING RANGE**  
CLEANS UP THE PAST. STANDS UP FOR THE FUTURE.

Environmental challenges need creative solutions. Through sport, we want to inspire and activate an entire generation to become agents of change.

This is why adidas partners with Parley for the Oceans, a global network where creators, thinkers and leaders from the creative industries, brands, governments and environmental groups come together to raise awareness for the beauty and fragility of the oceans and collaborate on projects that can end their destruction.

The collaboration aims to help spread awareness and transform plastic pollution into high performance sportswear. This partnership is already proving successful - after rising to the challenge in 2016, adidas' innovation team won an Outdoor Industry Award for sustainability. But we're not stopping there.

SS18 sees the launch of the first adidas TERREX capsule apparel range, designed for trail running and made from Parley Ocean Plastic™ yarn - made from upcycled waste, intercepted before it reaches the ocean from beaches and coastal communities. Eco consciousness meets performance with the Agravic top and 2IN1 shorts - a technical trail running outfit that'll help both you and the planet go the distance.



**THIS IS PERFORMANCE WITH PURPOSE. SPINNING THE PROBLEM INTO A SOLUTION. THE THREAT INTO A THREAD.**

"As a creator brand, we believe that necessity drives innovation. Taking on these challenges makes us, our products and our athletes better, while doing less harm to the planet," says TERREX Brand Director Stuart Wells.



## TECH SHEET

(adidas TERREX and Parley for the Oceans SS18)

### MENS

#### TERREX AGRAVIC TOP

Eco innovation meets performance trail running in this lightweight and breathable piece, made to move fast. The Agravic range allows athletes to fully embrace the ups and downs of outdoor adventures, without being bothered by weight. Keep cool no matter how high the mercury rises with this sleeveless top, made with Parley Ocean Plastic™ upcycled yarn. The Climalite technology delivers quick-drying odour resistance and UV protection. The mesh back ensures full breathability.

- High moisture management and fast drying
- Mesh insert for temperature control
- Weight / 95g
- Price / €40



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#### TERREX AGRAVIC 2IN1 SHORTS

Eco innovation meets performance trail running in this lightweight and breathable piece, made to move fast. The Agravic range allows athletes to fully embrace the ups and downs of outdoor adventures, without being bothered by weight. Long-lasting compression to keep you going. Moisture management to keep you dry. These 2in1 shorts allow you to push yourself further without sacrificing comfort. A zip pocket allows you to take small essentials along for the run as well.

- Fast drying material with moisture absorption
- Mesh back pocket for gels and jackets
- Adjustable waistband with drawcord
- Zip side pocket
- Weight 123g
- Price €70



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### WOMENS

#### TERREX AGRAVIC TOP

Eco innovation meets performance trail running in this lightweight and breathable piece, made to move fast. The Agravic range allows athletes to fully embrace the ups and downs of outdoor adventures, without being bothered by weight. Keep cool no matter how high the mercury rises with this sleeveless top, made with Parley Ocean Plastic™ recycled yarn. The Climalite technology delivers quick-drying, odour resistance and UV protection. The mesh back ensures full breathability.

- Mesh insert for temperature control
- Front zip for ventilation
- Weight 90g
- Price €40



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#### TERREX AGRAVIC 2IN1 SHORTS

Eco innovation meets performance trail running in this lightweight and breathable piece, made to move fast. The Agravic range allows athletes to fully embrace the ups and downs of outdoor adventures, without being bothered by weight. Long-lasting compression to keep you going. Moisture management to keep you dry. These 2in1 shorts allow you to push yourself further without sacrificing comfort. A zip pocket allows you to take small essentials along for the run as well.

- Fast drying material with moisture absorption
- Mesh back pocket for gels and jackets
- Adjustable waistband with drawcord
- Zip side pocket
- Weight 103g
- Price €70



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### 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 GORE-TEX®; PrimaLoft®; Polartec® for apparel; and Stealth® and Continental rubber for footwear.

We are proud to count outstanding athletes as Sasha DiGiulian, Shauna Coxsey, Kevin Jorgeson, Martin Söderström, Kai Lightner, Nina Williams, Luis Alberto Hernando and the Huber Buam in our family and to be a long-standing title sponsor for adidas ROCKSTARS, the contest for the international bouldering elite.

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