**adidas creates limited-edition Statement Collection**

 **A capsule collection designed to support women through every workout**

* *23 high-performance pieces curated for female athletes who take a versatile approach to training*
* *Floral camo and geometric prints inspired by Stella McCartney make a statement before, during and after every workout*
* *Inspired by the adidas women’s global collective including Dua Lipa, Karlie Kloss, Shay Mitchell, Hannah Bronfman and Garbiñe Muguruza*

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**NEW YORK, October 23, 2018:** Today at an event in NYC,adidas introduced a new capsule fitness collection designed to support women from sunrise yoga to happy hour HIIT and all the moments in between. Inspired by adidas’ global network of female athletes, the Statement Collection offers stand-out looks curated for women who take a diverse approach to training and demand performance wear as versatile as they are.

More than 20 complementary pieces feature in the collection - including bras, tights, jackets, footwear and accessories, which come together to inspire bold training looks from street to studio. Floral camo and geometric prints inspired by Stella McCartney feature dynamic designs and cooling fabrics for maximum style and performance, whatever the workout.

The Statement Collection is built around adidas’ three sports bras “All Me”, “Don’t Rest” and “Stronger For It”. Each is engineered to support a range of different body types and training activities, from low to high intensity.

ALL ME BRA

* Perfect support for smaller cup sizes
* Go-to for comfort & freedom of movement
* Different strap styles and removeable padding to keep athletes covered and dry

DON’T REST BRA

* Mid-level compression supports up to C cup bra sizes
* Anti-bounce support delivers a secure feel
* Classic, athletic racerback silhouette

STRONGER FOR IT BRA

* High-level support system also for large cup bra sizes
* Built-in shape limits bounce during athlete’s hardest workouts
* Adjustable and convertible straps for customized styling

The curation of the collection was inspired by Dua Lipa, Karlie Kloss, Shay Mitchell, Hannah Bronfman and Garbiñe Muguruza. As women who take different approaches to working up a sweat, their insights and ideas informed a versatile selection of statement pieces which come together as a distinctive workout wardrobe designed to unleash creativity.

Josefine Aberg, VP of Design for adidas Training, said:*“Women are driving the global fitness movement by abandoning routines and embracing a versatile approach to training without skipping a step in style. That exact attitude inspired this capsule collection that covers women from the moment they hit the street through their most powerful sessions of sweat.*

*The Statement Collection has vibrant hues and standout prints that harmonize for the ultimate fitness wardrobe, designed to be as strong and bold as the women wearing them.”*

The Statement Collection is available online now at [www.adidas.com/us/statementcollection](https://www.adidas.com/us/statementcollection) and will be in stores starting November 1.

To access additional content from Dua Lipa, Karlie Kloss, Shay Mitchell, Hannah Bronfman and Garbiñe Muguruza, including an exclusive remix of Dua Lipa’s track ‘Begging’, visit [*http://a.did.as/\_DuaLipaInterview*](http://a.did.as/_DuaLipaInterview).

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**Notes to Editors:**

**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 and TaylorMade. Headquartered in Herzogenaurach, Germany, the Group employs more than 56,888 people across the globe and generated sales of around € 21.2 billion in 2017.