adidas Golf Unveils New adicross Apparel, Footwear for 2019

WOODBRIDGE, Ontario. (January 15, 2019) – For golfers, the game never stops. adidas is continuing to push the boundaries with adicross, the urban-inspired, non-traditional line that’s meant for golfers both on and off the course. Today, adidas unveiled the 2019 adicross line, highlighted by Primeknit material and new footwear specifically designed for wear-anywhere versatility. The new apparel and footwear will be available beginning February 1, 2019.

The spring/summer 2019 adicross apparel line differentiates itself by featuring select articles with adidas’ Primeknit material, a first in the game. Because of its seamless construction, the material wears flatter to the skin, features a lot of stretch, and has a look of a woven garment without losing its shape. These pieces are cool to the body, feature moisture-wicking fabric and will form for individual fit. Key articles include the adicross Primeknit Polo ($100), adicross Primeknit Jacket ($185) and adicross Primeknit Hoodie ($170).

Other new additions to the adicross spring/summer 2019 line include:

adicross Piqué NoveltyPolo ($75)

* Wider at the body with a straight silhouette
* Shaped hem, soft feel
* Unique golf print

No-show Transition Henley Shirt ($65)

* Three-button Henley collar
* Short sleeves
* No-show technology stops appearance of sweat before it gets to the surface

adicross Hybrid Shorts ($90)

* Stretchy fabric
* Front pockets, one back pocket
* Drawcord-adjustable elastic waist with zip fly

adicross favorites like the No-Show Transition Polo ($80), Henley Long sleeve ($90), Anorak Jacket ($130), Graphic and Big Logo Tees ($35), Five-Pocket Pants ($95) and shorts ($85), Flat bill hat ($30), and Oxford Shirt ($100), which now features mesh ribbed cuffs, will round out the apparel line.

Continuing to shake up the traditions of the game, the adicross line will also introduce new footwear: the adicross PPF and the Crossknit 3.0.

The latter is the latest rendition of the popular Crossknit franchise that was first introduced in 2016. Built on the same last as adidas’ Ultraboost running shoe, this version will feature a lace closure with reflective laces and internal lace loops, a lightweight water-repellant heathered textile upper and the spikeless Puremotion outsole. The Crossknit 3.0 ($200) available in three colorways (grey, blue, and black with green outsole) is designed for comfort utilizing BOOST™ cushioning without sacrificing traction, favored by players who are looking for something both comfortable and untraditional.

The adicross PPF ($110) is new to the adicross line, giving golfers another non-traditional spikeless footwear option for the course. The sneaker-like upper features leather, microfiber and textile materials to provide a breathable feel that’s also water-repellant. The Puremotion outsole features 169 strategically placed lugs for optimal traction and flexible Bounce midsole cushioning giving wearers a springy feel for wear-anywhere comfort.

Both the Crossknit 3.0 and adicross PPF will be available online at [adidas.ca](http://www.adidas.com/us/golf) and at select retailers worldwide beginning Feb. 1, 2019.

The entire adicross apparel line will be available online at adidas.ca and at select retailers worldwide beginning Feb1, 2019.

**About adidas**

adidas is a global leader in the sporting goods industry with the core brands adidas and Reebok. Headquartered in Herzogenaurach/Germany, the company employs almost 57,000 people across the globe and generated sales of around € 21 billion in 2017.